NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 19, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	CBS SPORTS SPEC.BROADCAST(S)	34.4	25,080
2	LAVERNE AND SHIRLEY	34.0	24,790
3	HAPPY DAYS	33.6	24,490
4	THREE'S COMPANY	33.2	24,200
5	BOB HOPE SPECIAL(S)	28.8	21,000
6	LITTLE HOUSE-PRAIRIE#	28.4	20,700
7	LOVE BOAT SPECIAL(S)	27.7	20,190
8	M*A*S*H	27.3	19,900
9	CBS SUNDAY NIGHT MOVIE(S)	26.9	19,610
9	60 MINUTES	26.9	19,610
11	CHARLIE'S ANGELS	26.1	19,030
12	ALL IN THE FAMILY	25.6	18,660
13	SOAP	24.6	17,930
14	HONEYMOONERS(S)	24.4	17,790
15	BARNEY MILLER#	24.1	17,570
15	HOW THE WEST WAS WON	24.1	17,570
17	EIGHT IS ENOUGH	24.0	17,500
18	PROJECT U.F.O.#	23.9	17,420
19	ALICE#	23.5	17,130
19	ONE DAY AT A TIME	23.5	17,130

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	HAPPY DAYS	26.3	53,550
2	LAVERNE AND SHIRLEY	26.2	53,410
3	THREE'S COMPANY	23.5	48,030
4	CBS SPORTS SPEC.BROADCAST(S)	22.7	46,360
5	LITTLE HOUSE-PRAIRIE#	20.1	40,970
6	M*A*S*H	19.6	40,030
7	BOB HOPE SPECIAL(S)	19.3	39,400
8	LOVE BOAT SPECIAL(S)	19.0	38,800
9	PROJECT U.F.O.#	18.8	38,350
10	HOW THE WEST WAS WON	18.6	38,030
11	EIGHT IS ENOUGH	18.5	37,670
12	CBS SUNDAY NIGHT MOVIE(S)	18.0	36,770
13	LOVE BOAT	18.0	36,740
14	60 MINUTES	17.5	35,770
15	CHARLIE'S ANGELS	17.5	35,750
16	HONEYMOONERS(S)	17.4	35,560
17	ALL IN THE FAMILY	17.3	35,250
18	SOAP	17.0	34,660
19	WALTONS	16.4	33,440
20	OPERATION PETTICOAT	16.1	32,810

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY	26.6	20,480
2	HAPPY DAYS	25.7	19,840
3	BOB HOPE SPECIAL(S)	25.2	19,400
4	THREE'S COMPANY	24.4	18,780
5	LITTLE HOUSE-PRAIRIE#	23.5	18,140
6	M*A*S*H	21.6	16,670
7	LOVE BOAT SPECIAL(S)	21.2	16,340
8	60 MINUTES	21.0	16,190
9	WALTONS	20.7	15,970
10	CBS SPORTS SPEC.BROADCAST(S)	20.6	15,910
11	CBS SUNDAY NIGHT MOVIE(S)	20.2	15,600
12	ABC MONDAY NIGHT MOVIE#	20.2	15,530
13	ALL IN THE FAMILY	20.1	15,470
14	CHARLIE'S ANGELS	19.7	15,210
15	FAMILY	19.5	15,040
16	HOW THE WEST WAS WON	19.4	14,930
17	HONEYMOONERS(S)	19.3	14,910
18	BARNABY JONES#	19.1	14,750
19	EIGHT IS ENOUGH	19.1	14,700
20	SOAP	18.6	14,360

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	CBS SPORTS SPEC.BROADCAST(S)	32.9	22,760
2	60 MINUTES	23.8	16,470
3	HOW THE WEST WAS WON	21.9	15,190
4	LOVE BOAT SPECIAL(S)	20.3	14,050
5	THREE'S COMPANY	20.2	14,000
6	M*A*S*H	19.6	13,580
7	BOB HOPE SPECIAL(S)	19.4	13,400
8	LAVERNE AND SHIRLEY	19.2	13,320
9	HAPPY DAYS	18.9	13,060
10	CBS SUNDAY NIGHT MOVIE(S)	18.3	12,680
11	HONEYMOONERS(S)	18.1	12,520
12	ALL IN THE FAMILY	17.6	12,160
13	NBC MONDAY NIGHT MOVIES	17.5	12,110
14	CBS WEDNESDAY NIGHT MOVIE#	16.6	11,460
15	PROJECT U.F.O.#	16.5	11,390
16	SOAP	16.3	11,300
17	BARNABY JONES#	15.9	11,030
18	ONE DAY AT A TIME	15.5	10,710
19	HAWAII FIVE-O	15.4	10,680
20	NBC SATURDAY NIGHT MOVIES	15.4	10,660

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR OTHER FOOTNOTES, FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 19, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	LAVERNE AND SHIRLEY	31.7	15,120
2	HAPPY DAYS	31.0	14,810
3	THREE'S COMPANY	29.1	13,910
4	LOVE BOAT SPECIAL(S)	25.1	12,010
5	ABC MONDAY NIGHT MOVIE#	24.0	11,480
6	FAMILY	23.8	11,350
7	SOAP	23.6	11,290
8	CHARLIE'S ANGELS	22.9	10,940
9	M*A*S*H	22.9	10,930
10	EIGHT IS ENOUGH	22.5	10,730
11	CBS SUNDAY NIGHT MOVIE(S)	22.2	10,590
12	HOW THE WEST WAS WON	22.1	10,560
13	BARNEY MILLER#	21.2	10,150
14	LITTLE HOUSE-PRAIRIE#	20.8	9,950
15	CBS SPORTS SPEC.BROADCAST(S)	20.8	9,920
16	ONE DAY AT A TIME	19.9	9,510
17	LOVE BOAT	19.6	9,380
18	FISH#	19.6	9,360

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BOB HOPE SPECIAL(S)	39.5	9,160
2	LITTLE HOUSE-PRAIRIE#	29.9	6,940
3	WALTONS	29.9	6,930
4	60 MINUTES	27.9	6,460
5	ALL IN THE FAMILY	25.7	5,970
6	DEAN MARTIN CELEB. ROAST(S)	25.7	5,950
7	BARNABY JONES#	24.6	5,700
8	I LOVE YOU(S)	24.1	5,590
9	HAWAII FIVE-O	23.9	5,540
10	ALICE#	22.7	5,270
11	CBS EVENING NEWS-CRONKITE	22.3	5,160
12	JUST FOR LAUGHS(S)	21.5	4,990
13	BOB NEWHART SHOW	21.3	4,930
14	HONEYMOONERS(S)	21.2	4,920
15	CBS SPORTS SPEC.BROADCAST(S)	21.1	4,900
16	CBS WEDNESDAY NIGHT MOVIE#	20.9	4,840
16	ROCKFORD FILES	20.9	4,840
18	LIFE-TIMES-GRIZZLY ADAMS#	20.6	4,770
19	DONNY AND MARIE	20.5	4,760
19	NBC NIGHTLY NEWS	20.5	4,760
21	TONY RANDALL SHOW	20.4	4,730

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	CBS SPORTS SPEC.BROADCAST(S)	29.9	13,590
2	THREE'S COMPANY	23.3	10,580
3	HOW THE WEST WAS WON	23.0	10,460
4	HAPPY DAYS	22.0	9,970
5	LOVE BOAT SPECIAL(S)	21.9	9,960
6	LAVERNE AND SHIRLEY	21.7	9,870
7	60 MINUTES	21.5	9,760
8	M*A*S*H	19.3	8,760
9	SOAP	18.7	8,480
10	PROJECT U.F.O.#	18.0	8,180
11	CBS SUNDAY NIGHT MOVIE(S)	17.5	7,950
12	NBC MONDAY NIGHT MOVIES	17.4	7,900
13	SATURDAY NIGHT#	16.5	7,510
14	LOVE BOAT	16.3	7,390
15	ABC FRIDAY NIGHT MOVIE	15.5	7,030
15	FANTASY ISLAND	15.5	7,030
15	HONEYMOONERS(S)	15.5	7,030
18	NBC SATURDAY NIGHT MOVIES	15.3	6,940
19	ONE DAY AT A TIME	15.3	6,930

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	CBS SPORTS SPEC.BROADCAST(S)	37.5	6,840
2	BOB HOPE SPECIAL(S)	33.7	6,140
3	BARNABY JONES#	27.2	4,960
4	60 MINUTES	26.8	4,880
5	HONEYMOONERS(S)	26.0	4,740
6	DEAN MARTIN CELEB. ROAST(S)	25.0	4,550
7	WALTONS	24.3	4,430
8	HAWAII FIVE-O	24.0	4,370
9	ALL IN THE FAMILY	23.6	4,300
10	LITTLE HOUSE-PRAIRIE#	22.7	4,140
11	CBS WEDNESDAY NIGHT MOVIE#	22.4	4,090
12	M*A*S*H	21.5	3,920
13	ROCKFORD FILES	21.1	3,840
14	ALICE#	20.8	3,800
15	JUST FOR LAUGHS(S)	20.2	3,690
16	QUINCY, M.E.	20.2	3,680
17	BOB NEWHART SHOW	19.6	3,570
18	LOVE BOAT SPECIAL(S)	19.5	3,550
19	I LOVE YOU(S)	19.4	3,530
20	CBS EVENING NEWS-CRONKITE	19.0	3,470
20	CBS SUNDAY NIGHT MOVIE(S)	19.0	3,470
20	NBC NIGHTLY NEWS	19.0	3,470
23	LOU GRANT	18.5	3,370

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	16	194	194	A	20.4	34	1487	2023	708	249	799	378	603	495	85	156	639	297	473	435	79^	117	284	148	301	232
FRI. 9.00P 120 ABC FF		99	99	B	20.1	34	1465	1995	734	267	816	369	583	469	89	177	620	269	441	391	83	133	262	118	297	227
9.00 - 9.30				A	21.5	35	1567	2054	724	258	816	356	567	478	95	200	597	263	427	396	78	123	259	140	382	273
9.30 - 10.00				A	20.2	33	1473	2053	705	248	796	377	599	492	82	154	636	293	472	425	80^	121	305	161	316	250
10.00 - 10.30				A	20.3	34	1480	2018	702	250	791	397	619	503	76^	129	660	319	499	452	75^	111	299	148	268	211
10.30 - 11.00				A	19.7	34	1436	1938	698	238	787	390	622	510	78^	132	653	308	490	465	76^	107	268	138	230	186
ABC MONDAY NIGHT MOVIE	3	187		A	22.5	32	1640	1987	771	332	946	439	700	490	72^	189	487	243	338	316	42^	87^	290	189	264	127^
1 MON. 9.00P 120 ABC FF		99		B	22.5	34	1640	2012	780	314	881	368	612	505	87	205	688	268	445	424	97	169	210	107	233	150
9.00 - 9.30				A	20.9	29	1524	2145	833	362	987	442	717	534	79^	204	493	225	326	315	54^	105^	318	217	347	171
9.30 - 10.00				A	22.0	31	1604	2037	813	335	971	454	723	497	75^	195	497	251	343	318	45^	95^	292	182	277	128^
10.00 - 10.30				A	23.5	34	1713	1892	726	311	920	424	679	461	68^	184	475	246	341	321	33v	74^	274	180	223	100^
10.30 - 11.00				A	23.7	36	1728	1878	722	317	905	436	682	467	66^	171	479	244	341	304	37^	81^	279	175	215	114^
ABC NEWS-REASONER/WALTERS	99	196	197	A	11.1	19	809	1868	775	254	871	286	439	414	133	294	676	220	349	357	159	263	170	75	151	82
M-F 6.30P 30 ABC N		99	99	B	10.2	19	744	1740	717	225	790	240	393	386	124	281	661	209	339	336	146	262	136	60	153	90
ABC NEWSBRIEF-M-F	109	178	178	A	19.9	30	1451	1959	712	244	797	358	554	451	82	188	573	239	377	358	69	142	255	140	334	229
1 M & F 8.58P 1 ABC N		96	96	B	19.1	30	1392	1960	709	267	792	339	535	443	90	196	606	249	396	347	86	157	257	132	305	221
1 TUE. 9.57P 1																										
1 W & TH 9.58P 1																										
2 MON. 8.57P 1																										
2 TU-TH 9.58P 1																										

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
2 FRI. 8.58P 1																										
ABC NEWSBRIEF-SAT.	22	184	180	A	20.8	36	1516	2190	754	252	790	370	578	460	81	164	628	274	460	429	75^	140	334	174	438	337
SAT. 9.58P 1 ABC N		97	95	B	19.1	33	1392	2172	698	268	780	359	556	447	81	163	665	285	465	398	89	152	315	163	412	314
ABC NEWSBRIEF-SUN.	21	182	178	A	18.7	29	1363	2392	677	226	758	380	548	393	93	174	603	239	392	368	101	137	386	242	645	430
SUN. 7.58P 1 ABC N		97	97	B	19.5	29	1422	2227	674	255	757	352	536	426	82	167	692	294	472	412	98	156	295	130	483	336
ABC SATURDAY EVENING NEWS	10	120		A	6.9	13	503	1610	762	310^	786	159^	399^	372^	230^	324^	561	89v	316^	375^	145^	174^	206^	57v	57v	LT
1 SAT. 6.30P 30 ABC N		68		B	6.2	13	452	1726	584	220	635	192	345	313	126	229	772	237	437	416	142	251	130	42	189	98
ABC WEEKEND NEWS-SATURDAY	20	156	158	A	7.6	16	554	1769	684	312	798	387	580	477	103^	183^	615	233	444	405	101^	152^	197^	128^	159^	150^
SAT. 11.00P 15 ABC N		94	94	B	8.0	17	583	1684	665	256	741	306	495	416	89	187	687	301	497	389	87	148	164	78	92	69
ABC WEEKEND NEWS-SUNDAY	19	157	156	A	7.6	15	554	1809	753	208^	756	303	510	481	94^	178^	881	346	637	514	88^	186^	147^	10v	25v	25v
SUN. 11.00P 15 ABC N		97	96	B	6.4	15	467	1647	705	217	765	284	493	449	101	205	702	272	478	435	80	146	131	43	49	34
ALICE	15		200	A	23.5	35	1713	1869	774	323	834	346	483	385	140	308	587	204	323	302	113^	221	213	86^	235	188
2 SUN. 9.30P 30 CBS CS			99	B	23.7	35	1728	1932	783	293	881	296	485	431	143	319	671	219	366	334	109	246	201	99	179	127
ALL IN THE FAMILY	18	193	199	A	25.6	38	1866	1889	752	277	829	293	450	378	119	319	652	214	355	347	104	231	199	91	209	151
1 SUN. 8.00P 30 CBS CS		99	99	B	25.0	37	1823	1954	784	296	887	293	481	422	145	330	692	234	375	342	115	252	200	106	175	128
2 SUN. 9.00P 30																										
BABY, I'M BACK	3	186	188	A	21.0	29	1531	2096	777	287	863	400	570	451	88	201	585	275	377	312	92	168	261	158	387	255
MON. 8.30P 30 CBS CS		99	99	B	20.8	29	1516	2036	756	271	856	381	562	440	100	212	570	258	358	296	93	167	277	167	333	215
BARETTA	3	189	188	A	15.0	26	1094	1733	680	188	733	303	513	396	90^	189	589	258	381	341	64^	151	254	106^	157	128
THU. 10.00P 60 ABC OP		98	98	B	16.3	28	1188	1744	701	246	753	316	535	426	97	179	604	251	398	347	85	157	257	114	130	106
10.00 - 10.30				A	15.5	26	1130	1750	697	185	747	315	522	401	96^	190	583	266	381	342	61^	140	251	107	169	138
10.30 - 11.00				A	14.4	26	1050	1721	668	189	724	294	506	390	86^	191	594	250	377	340	68^	162	257	104^	146	117

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
BARETTA-11:30PM	20	162	164	A	7.7	23	561	1278	676	189^	756	229	482	453	68^	212^	425	123^	273	278	50v	104^	76^	39v	21v	12v
1 FRI. 11.30P 66 ABC OP		94	94	B	7.4	24	539	1507	657	183	711	241	440	389	89	214	539	226	387	327	59	110	182	91	75	64
2 FRI. 11.30P 65																										
11.30 - 12.00				A	7.8	21	569	1336	680	184^	758	215	468	457	67^	214	439	132^	279	300	52v	101^	102^	47v	37v	20v
12.00 - 12.30				A	7.7	25	561	1257	694	213^	780	247	509	456	68^	218	410	112^	262	259	47v	107^	60^	33v	LT	LT
BARNABY JONES	19	196		A	23.3	40	1699	1669	805	246	867	215	469	452	150	335	649	173	308	312	122^	292	107^	31v	46^	43^
1 THU. 10.00P 60 CBS PD		99		B	21.2	37	1545	1706	787	257	867	256	475	454	143	309	633	174	317	317	115	253	111	48	95	64
10.00 - 10.30				A	23.4	39	1706	1659	791	239	859	219	466	446	148	330	633	172	302	299	118^	285	109^	29v	58^	53^
10.30 - 11.00				A	23.3	41	1699	1664	816	250	870	208	469	455	151	337	659	171	309	323	125^	298	104^	32v	31v	31v
BARNEY MILLER	19	200		A	24.1	36	1757	1835	680	226	798	371	578	429	85^	165	584	257	382	311	82^	156	175	83^	278	212
1 THU. 9.00P 30 ABC CS		99		B	21.9	34	1597	1875	697	274	767	303	519	450	94	186	613	262	403	347	92	156	252	117	243	172
BIG EVENT-TUE.	4		207	A	15.1	24	1101	1643	779	287	838	244	411	437	143^	317	593	204^	330	299	120^	214	104^	51v	108^	87^
2 TUE. 9.00P 120 NBC FV			99	B	19.0	29	1385	1737	753	264	835	286	488	451	131	266	641	217	377	350	127	214	145	67	116	76
9.00 - 9.30				A	14.3	21	1042	1663	775	302	836	236	401	422	138^	326	627	213^	351	313	121^	228	91^	49v	109^	86^
9.30 - 10.00				A	15.6	24	1137	1682	799	300	855	236	412	439	126^	338	595	192^	328	286	129^	223	106^	49v	126^	95^
10.00 - 10.30				A	15.4	25	1123	1634	773	280	829	250	419	439	154^	301	583	201^	322	302	114^	209	108^	54^	114^	96^
10.30 - 11.00				A	15.1	27	1101	1583	773	273	825	247	409	437	156^	306	567	204^	320	297	111^	194^	108^	51v	83^	68^
BIG EVENT	21	207	207	A	15.4	23	1123	1820	762	258	858	315	505	446	125	286	626	241	404	371	88^	191	185	102^	151	89^
SUN. 9.00P 120 NBC FV		99	99	B	19.7	31	1436	1960	792	298	874	339	554	484	117	243	713	290	464	424	98	184	197	95	176	123
9.00 - 9.30				A	14.6	22	1064	1917	751	253	851	312	498	431	138	288	673	278	437	366	96^	207	198	108^	195	97^
9.30 - 10.00				A	14.9	22	1086	1847	752	259	846	301	495	440	125	286	648	260	424	382	83^	187	204	126	149	79^
10.00 - 10.30				A	15.8	24	1152	1776	777	262	869	322	515	460	123	283	591	208	376	373	84^	183	176	91^	140	97^
10.30 - 11.00				A	16.3	26	1188	1749	766	259	861	326	502	447	119	291	602	221	381	371	86^	189	166	86^	120	80^
BIONIC WOMAN	17	216	214	A	17.0	29	1239	2253	740	233	840	354	523	423	115	252	667	218	407	381	108	210	204	95	542	340
SAT. 8.00P 60 NBC A		99	99	B	17.3	31	1261	2202	703	247	789	289	467	407	130	256	680	233	392	372	126	229	207	95	526	343
8.00 - 8.30				A	16.5	28	1203	2207	749	235	834	326	501	422	121	267	667	212	404	391	108	212	199	89^	507	313
8.30 - 9.00				A	17.4	30	1268	2300	735	231	849	375	543	423	110	244	667	226	412	372	108	207	207	104	577	365
BOB HOPE SPECIAL(S)			214	A	28.8	41	2100	1876	842	301	924	213	384	381	194	437	638	197	306	271	148	290	151	61^	163	105^
2 MON. 8.00P 60 NBC CV			99																							
8.00 - 8.30				A	28.3	41	2063	1873	853	295	926	210	371	377	196	446	637	199	302	262	154	296	142	62^	168	106^
8.30 - 9.00				A	29.2	41	2129	1880	835	305	925	218	396	385	188	429	639	194	307	276	145	289	160	59^	156	105^
BOB NEWHART SHOW	19	195	192	A	18.1	31	1319	1995	838	290	924	272	483	401	160	373	716	249	399	363	135	271	116	56^	239	121
SAT. 8.00P 30 CBS CS		97	98	B	16.4	29	1196	1922	795	292	867	258	439	387	154	357	661	236	382	340	98	223	143	75	251	153
CAROL BURNETT SHOW	8		190	A	17.0	27	1239	1731	653	276	728	280	415	343	113^	280	536	182^	303	264	93^	193	197	96^	270	216
2 SUN. 10.00P 60 CBS CV			98	B	17.9	28	1305	1833	754	274	826	253	438	409	137	309	640	204	349	312	104	234	217	109	150	120
10.00 - 10.30				A	17.8	27	1298	1738	672	281	745	293	422	344	117^	287	525	181	297	266	103^	191	192	93^	276	217
10.30 - 11.00				A	16.3	27	1188	1702	624	270	701	263	401	337	109^	273	543	177^	303	257	83^	196^	200	98^	258	211
CARTER COUNTRY	19	196		A	21.6	33	1575	1730	663	199	736	315	532	422	87^	156	585	265	388	339	76^	149	176	90^	233	181
1 THU. 9.30P 30 ABC CS		99		B	19.6	31	1429	1788	670	261	728	286	497	433	96	177	633	268	418	358	96	161	240	106	187	137
CBS EVENING NEWS-CRONKITE	100	200	200	A	16.8	30	1225	1721	762	235	829	162	337	344	160	421	659	172	313	297	140	284	99	47^	134	87
M-F 6.30P 30 CBS N		99	99	B	15.4	29	1123	1681	718	221	786	164	321	325	163	401	669	166	306	311	124	287	92	48	134	80
CBS EVENING NEWS	11	174	169	A	9.8	18	714	1661	682	186	733	190	303	234	186	417	779	209	415	409	154^	337	48^	25v	101^	28v
SUN. 6.30P 30 CBS N		89	88	B	9.7	18	707	1729	712	215	790	180	309	287	185	434	753	217	364	327	155	339	59	25	127	55

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS FRIDAY NIGHT MOVIE	13	191	186	A	14.8	25	1079	1803	867	257	922	343	561	471	144	296	656	256	431	379	101^	189	74^	38^	151	109^
FRI. 9.00P 120 CBS FF		99	98	B	16.5	28	1203	1970	748	267	810	349	546	437	122	217	662	290	467	398	89	152	201	87	297	202
9.00 - 9.30				A	15.0	24	1094	1864	860	252	911	333	544	473	142	291	647	252	425	371	93^	179	94^	53^	212	130
9.30 - 10.00				A	14.7	24	1072	1799	871	237	932	340	562	468	140	298	637	265	428	353	97^	180	74^	47^	156	106^
10.00 - 10.30				A	14.8	25	1079	1750	864	264	922	350	565	464	147	299	670	266	441	387	105^	198	50^	25v	108^	92^
10.30 - 11.00				A	14.7	25	1072	1782	866	269	916	342	565	471	147	294	674	246	433	404	107^	200	66^	24v	126	106^
CBS SAT. NEWS-SCHIEFFER	20	158	156	A	13.4	26	977	1888	780	194	865	155	295	330	193	484	811	283	407	376	162	341	95^	25v	117^	41^
SAT. 6.30P 30 CBS N		89	90	B	11.5	23	838	1728	728	216	795	178	302	297	189	424	700	187	313	308	162	330	90	42	143	76
CBS SPORTS SPEC.BROADCAST(S)			198	A	34.4	51	2508	1848	582	223	634	227	396	347	91^	196	908	337	542	503	153	274	209	65^	97	68^
2 WED. 8.00P 212 CBS SE			99																							
8.00 - 8.30				A	23.2	36	1691	1815	572	221	623	218	352	301	73^	215	829	274	435	434	162	294	169	35^	194	127^
8.30 - 9.00				A	25.4	38	1852	1858	562	216	615	218	353	303	78^	208	845	286	465	463	154	284	203	54^	195	137
9.00 - 9.30				A	29.4	43	2143	1862	560	241	627	216	389	328	82^	190	862	314	510	486	146	265	262	94^	111	89^
9.30 - 10.00				A	32.5	46	2369	1881	577	240	634	220	401	333	86^	190	907	333	538	502	149	273	258	87^	82^	65^
10.00 - 10.30				A	41.7	59	3040	1875	597	228	640	235	409	360	92	195	935	354	573	528	154	272	227	75^	73^	48^
10.30 - 11.00				A	44.0	63	3208	1842	589	216	639	234	415	376	92	186	943	359	574	530	159	277	200	63^	60^	36^
11.00 - 11.30				A	44.6	70	3251	1825	594	208	646	244	409	386	107	193	956	381	604	527	152	261	165	48^	58^	38^
CBS SUNDAY NEWS-BRADLEY	20	133	139	A	8.9	18	649	1626	707	196	795	239	441	424	155^	293	688	199	369	367	121^	249	67^	33v	76^	76^
1 SUN. 11.15P 15 CBS N		78	79	B	7.9	17	576	1567	697	222	745	219	390	361	146	294	690	215	361	331	111	273	89	48	43	40
2 SUN. 11.00P 15																										
CBS SUNDAY NIGHT MOVIE(S)		189		A	26.9	41	1961	1875	720	270	795	334	540	454	86^	193	645	246	405	380	96^	176	285	100^	150	125
1 SUN. 9.00P 135 CBS FF		99																								
9.00 - 9.30				A	26.2	38	1910	1938	762	295	822	331	533	460	89^	215	633	226	362	359	93^	191	297	109^	186	147
9.30 - 10.00				A	27.1	40	1976	1881	733	275	793	334	545	463	75^	184	624	225	381	361	92^	177	314	110^	150	127
10.00 - 10.30				A	27.1	41	1976	1848	708	261	780	338	538	450	91^	189	640	259	414	370	92^	168	290	102^	138	123
10.30 - 11.00				A	27.3	42	1990	1838	681	257	766	322	526	434	92^	189	662	272	440	401	95^	169	269	87^	141	124
CBS TUESDAY NIGHT MOVIES	3	187	186	A	17.3	29	1261	1697	693	225	716	251	461	416	78^	202	788	294	523	476	81^	178	153	40^	40^	23v
1 TUE. 9.00P 141 CBS FF		99	98	B	17.9	31	1305	1708	713	233	741	257	457	418	100	221	792	302	512	444	100	206	129	30	46	27
2 TUE. 9.00P 180																										
9.00 - 9.30				A	16.3	24	1188	1737	739	270	782	287	497	448	89^	221	731	222	436	445	96^	200	143	44^	81^	45^
9.30 - 10.00				A	17.9	27	1305	1709	706	233	747	260	480	434	75^	209	743	263	456	445	89^	191	151	45^	68^	46^
10.00 - 10.30				A	18.4	30	1341	1698	697	231	707	247	456	419	77^	199	806	306	540	485	80^	180	163	34^	22v	13v
10.30 - 11.00				A	17.9	30	1305	1710	689	224	703	240	462	419	74^	192	834	311	556	497	84^	181	156	38^	17v	8v
11.00 - 11.30				A	17.5	36	1276	1695	670	182	687	238	450	394	78^	198	834	334	591	500	78^	170	146	39^	28^	8v
11.30 - 12.00				A	14.0	41	1021	1626	641	181^	641	239	402	343	91^	202^	800	392	636	498	52v	117^	174^	51v	11v	11v
CBS WEDNESDAY NIGHT MOVIE	16	190		A	21.5	33	1567	1826	738	255	827	264	456	440	143^	309	730	274	433	339	128^	261	72^	21v	197	155
1 WED. 8.00P 167 CBS FF		98		B	18.5	30	1349	1788	726	268	794	302	518	451	114	211	658	273	440	369	98	170	192	83	144	103
8.00 - 8.30				A	19.7	30	1436	1924	729	268	848	257	440	408	152^	354	752	294	435	327	115^	265	53^	22v	271	230
8.30 - 9.00				A	20.5	30	1494	1855	742	272	828	253	446	412	154^	319	706	274	402	327	121^	250	67^	28v	254	218
9.00 - 9.30				A	21.9	32	1597	1853	769	260	856	274	469	456	148	319	710	241	411	302	134^	275	86^	21v	201	177
9.30 - 10.00				A	21.9	32	1597	1849	746	247	838	285	474	470	139^	296	752	292	464	355	131^	266	80^	15v	179	125^
10.00 - 10.30				A	22.7	36	1655	1727	702	245	780	262	452	437	135^	276	734	274	442	366	128^	253	74^	25v	139^	91^
CELEBRITY CHALLENGE-SEXES	3	183	181	A	13.5	20	984	1938	669	313	746	217	396	322	122	294	649	217	362	288	130	243	286	134	257	176
TUE. 8.00P 30 CBS SE		97	96	B	12.9	19	940	1884	699	313	767	204	394	337	137	320	645	179	338	297	127	257	243	115	229	173
CHARLIE'S ANGELS	20	204	206	A	26.1	38	1903	1879	686	282	799	397	575	452	79	164	472	175	293	281	61^	132	276	143	332	236
WED. 9.00P 60 ABC PD		99	99	B	25.6	40	1866	1959	713	273	796	361	553	456	85	179	551	226	361	314	76	143	305	159	307	235
9.00 - 9.30				A	25.7	37	1874	1903	688	281	798	398	569	447	82	166	463	168	286	272	61^	132	270	141	372	262
9.30 - 10.00				A	26.4	38	1925	1855	687	282	802	395	581	458	78	164	482	184	301	290	59^	131	278	145	293	211

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CHIPS	18	200	196	A	16.8	25	1225	2088	697	182	731	275	449	405	125	230	658	273	422	355	123	186	253	128	446	294
THU. 8.00P 60 NBC OP		96	95	B	16.3	26	1188	2064	678	224	743	256	447	398	116	240	706	252	423	394	132	219	238	100	377	260
8.00 - 8.30				A	16.1	25	1174	2080	680	161	718	254	431	383	129	239	660	260	408	347	129	200	243	123	459	316
8.30 - 9.00				A	17.6	26	1283	2079	708	196	739	292	460	422	121	221	653	283	433	364	114	170	257	131	430	272
CLASS OF '65	9	199	195	A	14.7	26	1072	1807	748	242	836	451	643	479	70^	135	593	333	454	366	65^	98^	243	149	135	104^
THU. 10.00P 60 NBC GD		98	95	B	18.1	31	1319	1768	776	277	852	426	619	481	73	168	555	276	405	352	63	109	234	149	127	95
10.00 - 10.30				A	15.0	25	1094	1788	737	236	819	440	633	472	70^	130	583	325	445	361	64^	97^	251	152	135	100^
10.30 - 11.00				A	14.5	26	1057	1801	756	247	845	463	650	479	68^	137	590	335	455	367	63^	95^	231	141	135	108^
C.P.O. SHARKEY	11	195		A	17.2	28	1254	2190	829	282	883	294	511	475	144^	291	666	225	420	370	97^	200	136^	46v	505	321
1 FRI. 8.30P 30 NBC CS		97		B	15.7	27	1145	1913	738	206	794	218	394	375	132	314	693	209	346	308	142	278	161	71	265	187
C.P.O. SHARKEY(S)			181	A	15.6	26	1137	1846	732	200^	793	236	415	369	122^	321	657	210	347	341	137^	233	138^	60^	258	188^
2 FRI. 8.00P 30 NBC CS			92																							
C.P.O. SHARKEY	1		188	A	16.0	26	1166	1842	717	220	786	239	440	411	140^	285	651	199^	317	317	133^	249	148^	80^	257	189^
2 FRI. 8.30P 30 NBC CS			94	B	16.0	26	1166	1842	717	220	786	239	440	411	140	285	651	199	317	317	133	249	148	80	257	189
DEAN MARTIN CELEB. ROAST(S)		205		A	19.7	30	1436	1723	837	287	923	156^	396	436	194	415	654	134^	294	303	157^	317	84^	32v	62^	44^
1 TUE. 9.00P 120 NBC CV		99																								
9.00 - 9.30				A	18.0	26	1312	1762	858	272	936	125^	354	400	215	469	652	125^	289	298	150^	310	74^	34v	100^	82^
9.30 - 10.00				A	20.7	31	1509	1789	863	293	950	168	415	446	188	431	656	139^	299	301	157	318	90^	31v	93^	55^
10.00 - 10.30				A	20.3	32	1480	1693	812	296	895	159	408	451	184	377	679	142^	300	313	171	335	89^	38v	30v	22v
10.30 - 11.00				A	19.8	33	1443	1636	804	285	898	159^	389	438	191	386	625	122^	284	298	149^	306	86^	30v	27v	19v
DONNY AND MARIE	18	203	202	A	20.5	33	1494	2173	793	325	876	261	483	470	119	317	565	192	329	339	87	182	204	124	528	347
FRI. 8.00P 60 ABC GV		99	99	B	19.8	34	1443	2145	747	267	837	294	489	431	120	277	530	193	321	294	88	170	247	142	531	362
8.00 - 8.30				A	20.0	33	1458	2204	813	333	900	256	479	469	121	340	588	194	339	341	93	194	205	128	511	337
8.30 - 9.00				A	21.0	34	1531	2133	772	315	851	264	484	468	117	296	542	190	318	331	85	175	201	120	539	358
EIGHT IS ENOUGH	18	201	194	A	24.0	35	1750	2153	730	283	839	437	611	454	80	170	437	176	295	271	49^	97	346	199	531	376
WED. 8.00P 60 ABC CS		99	99	B	23.0	36	1677	2116	747	290	832	383	571	455	93	191	503	209	326	286	70	133	324	193	457	330
8.00 - 8.30				A	22.6	34	1648	2172	742	286	847	439	613	449	85	176	437	176	291	269	50^	100	337	200	551	384
8.30 - 9.00				A	25.4	37	1852	2133	722	282	834	439	614	456	75	165	435	179	297	273	47^	91	350	195	514	371
FAMILY	19	195	195	A	22.8	38	1662	1871	810	213	906	455	683	518	77	171	552	285	406	322	60^	114	243	139	170	116
TUE. 10.00P 60 ABC GD		99	99	B	20.1	33	1465	1809	809	287	907	445	659	501	89	198	491	241	364	303	50	94	240	154	171	128
10.00 - 10.30				A	23.3	38	1699	1891	807	210	897	450	674	510	76	171	556	288	411	325	57^	113	251	142	187	126
10.30 - 11.00				A	22.5	38	1640	1827	804	212	902	449	685	522	77	168	545	281	400	316	59^	114	233	136	147	102
FAMILY CIRCUS-VALENTINE(S)		194		A	19.5	32	1422	2219	771	170	795	278	493	435	128^	262	552	199	350	340	58^	144^	129^	78^	743	439
1 FRI. 8.00P 30 NBC EA		97																								
FANTASY ISLAND	4	190	192	A	20.3	37	1480	2065	724	250	778	357	590	469	78^	150	642	312	475	456	60^	114	313	139	332	272
SAT. 10.00P 60 ABC A		99	99	B	22.4	41	1633	2036	735	294	808	385	600	484	86	157	639	303	466	417	71	120	296	135	293	232
10.00 - 10.30				A	20.2	37	1473	2117	734	257	787	368	601	476	76^	148	662	321	493	476	61^	114	319	147	349	285
10.30 - 11.00				A	20.3	37	1480	2016	716	242	770	348	584	459	81	152	623	300	456	435	61^	117	309	130	314	262
FISH	5	193		A	21.2	32	1545	2030	723	235	808	372	605	455	83^	138^	560	254	369	324	82^	122^	230	122^	432	314
1 THU. 8.30P 30 ABC CS		99		B	22.0	33	1604	2127	716	299	793	338	561	464	85	166	604	268	397	336	89	151	297	152	433	321
GLEN CAMPBELL GOLF-SAT(S)			184	A	8.0	17	583	1998	637	125^	696	198^	316^	364^	130^	244^	895	233^	471	457	208^	328^	140^	36v	267^	201^
2 SAT. 6.00P 60 ABC SE			95																							
6.00 - 6.30				A	8.1	18	590	1936	585	141^	661	194^	295^	320^	130^	248^	887	273^	479	445	203^	304^	127^	31v	261^	189^
6.30 - 7.00				A	8.0	17	583	2022	682	105^	714	194^	330^	402	124^	233^	888	192^	455	461	210^	344^	152^	43v	268^	210^

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
GOOD TIMES	3	189	190	A	19.8	29	1443	2062	698	264	804	330	499	410	87	219	627	301	410	299	93	178	269	143	362	230
MON. 8.00P 30 CBS CS		99	99	B	19.9	29	1451	2047	723	264	833	342	528	426	94	229	580	271	371	278	88	164	295	160	339	204
GREAT WALLENDAS(S)		208		A	15.1	23	1101	2297	809	353	906	313	566	514	140^	274	737	262	434	374	94^	241	213	85^	441	275
1 SUN. 7.00P 120 NBC FF		99																								
7.00 - 7.30				A	12.6	20	919	2260	757	320	852	262	486	459	136^	303	771	247^	407	352	104^	285	206^	73^	431	289
7.30 - 8.00				A	15.2	23	1108	2307	799	334	925	291	561	515	138^	306	740	265	417	356	76^	251	211	74^	431	262
8.00 - 8.30				A	16.5	24	1203	2320	827	379	911	331	603	545	139^	236	713	251	432	387	100^	219	219	96^	477	296
8.30 - 9.00				A	16.0	23	1166	2301	846	367	929	350	596	529	149^	264	737	286	477	398	97^	221	210	95^	425	255
HAPPY DAYS	20	211	211	A	33.6	49	2449	2187	717	255	809	426	603	466	61	144	532	304	407	336	51	88	278	156	568	363
TUE. 8.00P 30 ABC CS		99	99	B	32.3	50	2355	2259	707	267	797	388	573	443	81	169	574	285	414	339	61	115	328	177	560	377
HARDY BOYS/NANCY DREW	19	190	188	A	16.8	27	1225	2503	685	230	774	396	583	418	83^	153	588	225	388	360	85^	125	423	248	718	490
SUN. 7.00P 60 ABC SM		99	99	B	16.2	26	1181	2301	637	252	731	319	492	373	89	188	603	246	403	349	90	141	374	208	593	409
7.00 - 7.30				A	15.8	26	1152	2528	683	230	773	397	586	417	83^	151	591	230	389	354	83^	126	436	251	728	500
7.30 - 8.00				A	17.8	28	1298	2471	681	227	769	393	578	415	84^	154	583	225	388	363	86^	123	410	245	709	481
HAWAII FIVE-O	15	194	194	A	21.1	34	1538	1762	831	229	884	232	431	437	148	361	694	189	338	333	141	283	119	38^	65^	42^
1 THU. 9.00P 60 CBS OP		99	99	B	20.4	32	1487	1780	784	256	860	247	418	410	158	354	673	185	334	338	120	266	109	45	138	96
2 THU. 10.00P 60																										
9.00 - 9.30				A	21.4	32	1560	1682	802	250	872	216	419	453	134^	360	651	160	289	308	140^	303	74^	17v	85^	47^
9.30 - 10.00				A	23.3	36	1699	1769	830	256	906	230	448	457	134^	366	683	154	318	324	143	303	103^	25v	77^	47^
10.00 - 10.30				A	20.0	34	1458	1807	864	197	895	257	439	425	171	365	716	212	369	365	139^	255	146^	60^	50^	39v
10.30 - 11.00				A	19.7	36	1436	1763	827	198	853	232	416	411	153^	344	725	229	377	331	145^	270	147^	45^	38v	33v
HONEYMOONERS(S)			190	A	24.4	35	1779	1999	782	254	838	294	494	442	126^	276	704	264	396	356	138	266	156	72^	301	197
2 MON. 9.00P 60 ABC CS			99																							
9.00 - 9.30				A	23.6	33	1720	2020	764	252	824	293	487	433	127^	276	691	252	390	359	132^	253	124^	67^	381	226
9.30 - 10.00				A	25.3	37	1844	1966	795	252	846	291	498	446	124^	276	711	273	399	348	146	277	183	77^	226	169
HOW THE WEST WAS WON	2	194	194	A	24.1	36	1757	2164	770	261	850	346	602	517	104	188	864	364	595	564	104	165	217	113	233	151
SUN. 8.00P 180 ABC EW		99	99	B	24.1	36	1757	2164	770	261	850	346	602	517	104	188	864	364	595	564	104	165	217	113	233	151
8.00 - 8.30				A	21.8	33	1589	2313	752	262	831	331	567	490	102	199	815	336	549	523	95	160	284	162	383	231
8.30 - 9.00				A	23.5	35	1713	2252	764	266	847	333	583	511	99	194	836	334	559	536	104	169	252	131	317	195
9.00 - 9.30				A	24.7	36	1801	2217	777	263	867	360	610	512	109	195	874	364	595	572	111	171	226	122	250	168
9.30 - 10.00				A	24.9	37	1815	2125	752	261	837	348	599	506	104	185	878	376	606	574	110	170	209	107	201	140
10.00 - 10.30				A	25.6	39	1866	2077	790	265	866	365	631	542	100	175	889	384	623	590	100	162	175	84	147	97
10.30 - 11.00				A	23.9	38	1742	2037	789	254	858	338	617	548	104	180	892	387	636	584	102	159	165	82	122	83
I LOVE YOU(S)			199	A	16.5	24	1203	1656	840	240	884	159^	329	369	189^	464	580	99^	240	266	140^	294	77^	34v	115^	82^
2 TUE. 8.00P 60 NBC GV			99																							
8.00 - 8.30				A	16.1	24	1174	1627	835	245	880	146^	306	348	192^	488	564	91^	234	251	126^	289	76^	30v	107^	78^
8.30 - 9.00				A	17.0	25	1239	1663	839	232	882	168^	348	382	186^	441	587	107^	243	276	150^	294	71^	35v	123^	84^
JAMES AT 16	11	182	186	A	14.0	21	1021	1981	689	260	768	392	560	412	95^	170	590	349	479	364	72^	93^	330	185	293	227
THU. 9.00P 60 NBC GD		94	93	B	13.7	21	999	2003	709	260	795	354	539	415	104	208	575	283	409	321	78	136	317	157	316	244
9.00 - 9.30				A	13.7	20	999	1974	702	261	772	379	551	418	109^	186	592	346	476	365	79^	98^	314	180	296	230
9.30 - 10.00				A	14.4	22	1050	1965	670	254	757	401	566	402	85^	156	580	348	479	356	63^	85^	340	187	288	222
JEFFERSONS	21	192	192	A	15.6	26	1137	1797	731	279	839	246	377	316	177	383	647	203	336	312	124	261	94^	40^	217	165
SAT. 9.00P 30 CBS CS		99	99	B	17.9	31	1305	1835	756	276	846	253	413	360	156	365	583	187	317	287	88	218	155	74	251	165
JOHN DENVER IN AUSTRALIA(S) CONT'D			192	A	19.8	30	1443	2058	824	196	860	358	591	475	66^	210	615	236	428	395	72^	140^	320	157^	263	187

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
JOHN DENVER IN AUS-CONT'D																										
2 THU. 8.30P 90 ABC GV			99																							
8.30 - 9.00				A	18.1	27	1319	2108	778	236	824	337	546	421	44v	213	601	224	418	361	86^	147^	346	182	337	236
9.00 - 9.30				A	21.1	31	1538	2088	846	192	883	363	618	497	76^	207	612	236	433	403	58^	129^	326	151^	267	192
9.30 - 10.00				A	20.2	31	1473	1976	844	165	869	371	601	496	79^	213	630	252	436	413	71^	144^	282	139^	195	138^
JUST FOR LAUGHS(S)		199																								
1 TUE. 8.00P 60 NBC CV		99		A	15.6	22	1137	1812	761	302	888	147^	359	355	229	441	604	65^	194^	261	151^	325	118^	75^	202^	143^
8.00 - 8.30				A	15.3	22	1115	1800	754	304	886	150^	364	351	228	439	601	64^	194^	268	149^	333	112^	72^	201^	138^
8.30 - 9.00				A	15.9	23	1159	1812	764	298	884	141^	353	358	227	439	600	63^	190^	250	152^	316	126^	77^	202	148^
KOJAK	9	192	193	A	13.2	24	962	1654	724	210	817	273	419	321	149	319	683	213	347	360	151	262	115^	78^	39^	39^
SAT. 10.00P 60 CBS OP		99	99	B	14.0	25	1021	1650	723	224	786	226	385	358	144	324	653	180	328	327	134	262	112	58	99	74
10.00 - 10.30				A	13.2	24	962	1648	746	196	837	275	435	336	150	322	681	214	353	364	145	254	98^	75^	32^	32^
10.30 - 11.00				A	13.2	24	962	1651	701	220	799	271	402	307	147	317	679	210	340	351	156	268	129	81^	44^	44^
LATE MOVIE I	98	168	169	A	6.3	28	459	1464	643	166	678	245	414	332	107^	223	682	259	433	363	85^	183	84^	34^	20v	13v
MON. 11.30P 99 CBS FF		92	92	B	6.4	26	467	1442	677	241	729	263	448	366	115	219	592	237	378	328	83	160	93	37	28	20
1 TUE. 11.52P 123																										
1 WED. 12.02A 71																										
1 THU. 11.30P 101																										
FRI. 11.30P 36																										
2 TUE. 12.29A 125																										
2 WED. 12.03A 70																										
2 THU. 11.30P 95																										
11.30 - 12.00				A	8.1	24	590	1585	685	225	734	276	469	369	114	230	641	251	397	333	82^	192	160	51^	50^	50^
12.00 - 12.30				A	6.7	26	488	1432	651	158	693	233	418	334	115^	241	657	205	369	344	94^	209	71^	41^	11v	LT
12.30 - 1.00				A	6.0	31	437	1462	669	156	696	247	408	326	115^	244	713	259	449	385	88^	194	43^	27v	LT	LT
1.00 - 1.30				A	4.2	30	306	1516	607	141^	607	239^	372^	271^	46v	176^	909	435	738	548	37v	56v	LT	LT	LT	LT
1.30 - 2.00				A	3.7	36	270	1404	573	85v	573	207^	370^	319^	62v	143^	831	450	746	475	36v	44v	LT	LT	LT	LT
2.00 - 2.30				A	3.6	44	262	916	466^	65v	466^	145v	401^	466^	LT	LT	450^	450^	450^	202v	LT	LT	LT	LT	LT	LT
LATE MOVIE II	53	167	167	A	4.8	26	350	1389	645	142^	665	290	419	317	120^	223	543	291	419	309	94^	107^	136^	52^	45^	45^
1 WED. 1.13A 54 CBS FF		91	91	B	4.9	28	357	1314	582	203	613	263	401	317	93	161	551	249	385	330	79	116	110	48	40	26
1 FRI. 12.06A 111																										
2 WED. 1.13A 55																										
2 FRI. 12.06A 123																										
12.00 - 12.30				A	5.8	19	423	1624	662	184^	685	263^	480	363	68v	193^	637	275^	432	354	107^	159^	215^	87^	87^	87^
12.30 - 1.00				A	5.5	22	401	1509	674	168^	694	293^	492	364	102^	202^	567	282^	434	344	118^	118^	176^	52v	72v	72v
1.00 - 1.30				A	4.9	26	357	1384	574	84v	596	243^	358	235^	166^	238^	532	294^	448	328^	84v	84v	191^	92^	65v	65v
1.30 - 2.00				A	4.3	33	313	1262	644	137^	661	310	381	290	134^	242	502	313	409	269	79^	79^	83^	41v	16v	16v
LAUGH-IN(S)		201		A	16.3	24	1188	1880	733	229	747	275	448	339	130^	267	725	357	496	412	96^	167^	207	111^	201	105^
1 WED. 9.00P 60 NBC CV		99																								
9.00 - 9.30				A	17.0	25	1239	1941	744	245	757	291	445	332	128^	275	748	352	513	425	97^	175^	200	109^	236	116^
9.30 - 10.00				A	15.7	23	1145	1793	713	209	728	258	448	342	129^	255	696	359	472	391	97^	162^	212	110^	157^	93^
LAVERNE AND SHIRLEY	18	211	211	A	34.0	49	2479	2154	729	260	825	424	610	476	63	153	537	295	399	340	56	93	276	149	516	338
TUE. 8.30P 30 ABC CS		99	99	B	33.0	50	2406	2215	726	278	824	399	587	448	79	179	569	281	412	341	60	113	313	171	509	343
LIFE-TIMES-GRIZZLY ADAMS	13	208		A	18.2	27	1327	2133	761	248	823	260	407	352	183	358	638	279	367	330	105^	229	176^	69^	496	285
1 WED. 8.00P 60 NBC A		99		B	17.9	28	1305	2033	745	225	813	219	376	372	150	354	661	228	354	333	112	248	171	64	388	229
8.00 - 8.30				A	17.8	27	1298	2120	781	242	829	259	411	343	185	363	633	279	358	330	109^	229	162^	62^	496	279
8.30 - 9.00				A	18.5	27	1349	2149	747	256	823	262	404	359	185	359	647	284	378	335	101^	228	183	76^	496	292

KEY: A—CURRENT REPORT B—SEASON AVERAGE

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
LITTLE HOUSE-PRAIRIE							19	213		A	28.4	40	2070	1979	757	208	877	258	481	412	158	336	467	155	232	192	97^	200	192	111^	443	286
	1	MON.	8.00P	60	NBC	GD		99		B	23.4	35	1706	1994	793	248	895	259	447	405	149	360	553	164	275	261	112	232	192	116	354	231
8.00 - 8.30										A	27.4	39	1997	1947	757	209	872	253	478	417	161	333	440	144	204	169	103^	205	192	110^	443	272
8.30 - 9.00										A	29.3	41	2136	2010	758	206	882	263	484	406	153	337	490	165	253	211	93^	197	194	111	444	301
LOU GRANT							3	194	197	A	17.9	27	1305	1775	768	235	843	350	543	442	137	238	673	243	364	313	117	257	146	66^	113	71^
		MON.	10.00P	60	CBS	GD		98	98	B	19.8	31	1443	1766	760	249	849	344	561	440	115	233	657	233	378	327	108	228	162	68	98	54
10.00 - 10.30										A	17.9	27	1305	1817	776	241	848	347	543	445	135	240	685	253	369	311	122	265	148	70^	136	85^
10.30 - 11.00										A	17.8	28	1298	1731	761	224	836	349	540	438	140	236	661	232	359	310	114	254	144	65^	90^	55^
LOVE BOAT							4	196	193	A	22.5	38	1640	2240	749	261	795	358	571	474	83	173	648	274	450	437	80	157	323	162	474	353
		SAT.	9.00P	60	ABC	CS		99	97	B	24.4	41	1779	2233	757	292	835	375	603	496	98	183	643	266	433	402	94	161	291	150	464	339
9.00 - 9.30										A	21.7	37	1582	2276	742	260	790	353	565	473	84	173	653	273	448	437	80	160	333	164	500	364
9.30 - 10.00										A	23.3	40	1699	2198	753	261	798	360	576	473	86	174	642	273	453	433	79	154	310	159	448	342
LOVE BOAT SPECIAL(S)									191	A	27.7	44	2019	1922	760	229	809	359	596	477	83^	167	695	348	494	402	111^	174	272	160	146	124
	2	MON.	10.00P	60	ABC	CS			99																							
10.00 - 10.30										A	28.2	44	2056	1936	762	234	813	358	587	476	83^	172	693	344	493	405	114^	174	270	159	160	137
10.30 - 11.00										A	27.1	44	1976	1906	759	226	806	362	604	473	84^	166	698	353	492	397	112^	179	273	161	129	114^
M*A*S*H							3	198	203	A	27.3	38	1990	2012	756	267	837	380	549	431	111	211	682	338	439	336	89	197	274	119	219	142
		MON.	9.00P	30	CBS	CS		98	99	B	26.1	37	1903	1996	748	275	845	383	565	429	106	212	665	318	423	329	88	194	279	132	207	123
MAUDE							4	192	191	A	12.5	22	911	1692	711	237	790	213	345	314	161	371	663	231	358	332	135	257	111^	70^	128^	116^
		SAT.	9.30P	30	CBS	CS		99	99	B	13.6	23	991	1733	754	276	844	231	369	347	170	388	617	192	327	294	120	252	122	61	150	112
MIDNIGHT SPECIAL							20	195	195	A	4.2	27	306	1484	523	262^	638	331^	527	375^	62v	95v	500	405	473	212^	LT	24v	320^	238^	26v	26v
		FRI.	1.00A	90	NBC	PC		98	98	B	3.5	24	255	1430	585	221	632	353	485	325	58	117	504	349	439	249	LT	42	224	128	70	58
1.00 - 1.30										A	4.9	26	357	1538	529	311^	703	344	532	395	64v	151^	535	379	465	222^	20v	61v	277^	193^	23v	23v
1.30 - 2.00										A	3.9	25	284	1563	563	288^	647	380^	543	363^	87v	87v	453	387^	453	183^	LT	LT	434	327^	29v	29v
2.00 - 2.30										A	3.8	32	277	1365	478	166^	557	279^	513	366^	28v	28v	511	469	511	234^	LT	LT	267^	205^	30v	30v
NBC LATE NIGHT MOVIE							20	119	118	A	4.1	16	299	1548	871	267^	888	415	706	471	95v	153^	585	268^	398^	429	43v	109^	24v	LT	51v	27v
	1	SUN.	11.36P	65	NBC	FF		71	70	B	4.1	16	299	1508	691	246	733	298	494	408	86	159	696	315	488	422	70	122	61	34	18	LT
	2	SUN.	11.30P	90																												
11.30 - 12.00										A	5.0	16	365	1699	903	284^	934	443	717	487	99^	165^	613	297^	416	445	50v	126^	64v	28v	88^	66v
12.00 - 12.30										A	3.8	15	277	1567	949	256^	953	472	776	473	83v	152^	577	253^	401^	426^	33v	97v	LT	LT	37v	LT
12.30 - 1.00										A	3.1	17	226	1159	681^	226v	681^	301^	580^	443^	101v	101v	478^	190v	287^	358^	53v	120v	LT	LT	LT	LT
NBC MONDAY NIGHT MOVIES							21	207	207	A	20.3	30	1480	1879	704	269	750	227	402	431	124	246	817	336	534	451	137	223	143	38^	169	122
		MON.	9.00P	120	NBC	FF		99	99	B	22.6	35	1648	1813	784	289	876	330	540	478	120	249	617	252	396	341	100	178	181	93	139	96
9.00 - 9.30										A	19.6	27	1429	1910	705	280	766	227	412	421	135	258	796	321	506	414	143	229	142	41^	206	150
9.30 - 10.00										A	20.6	29	1502	1880	705	274	752	231	402	440	124	248	807	337	521	436	135	226	147	38^	174	127
10.00 - 10.30										A	21.3	32	1553	1855	690	258	734	224	399	423	120	237	829	341	549	469	138	221	144	36^	148	105
10.30 - 11.00										A	19.8	31	1443	1851	714	261	748	226	394	432	118	246	831	344	551	470	133	220	130	32^	142	99
NBC MOVIE OF THE WEEK(S)									192	A	14.6	21	1064	1770	796	296	833	173^	357	377	184^	389	702	260	437	382	172^	214^	60^	15v	175^	111^
	2	WED.	8.00P	120	NBC	FF			99																							
8.00 - 8.30										A	13.9	21	1013	1760	754	253	808	139^	297	341	197^	416	656	235	371	308	196^	238	80^	36v	216^	132^
8.30 - 9.00										A	14.8	22	1079	1747	749	291	799	140^	320	351	185^	399	678	231	406	353	187^	227	73^	23v	197^	122^
9.00 - 9.30										A	15.0	22	1094	1821	828	307	862	194^	392	401	180^	386	751	284	494	442	157^	201^	45v	LT	163^	105^
9.30 - 10.00										A	14.8	21	1079	1725	844	320	851	216^	416	409	174^	350	711	281	469	414	152^	192^	38v	LT	125^	84^
NBC NEWS UPDATE-M-F							98	192	181	A	16.6	24	1210	1966	764	265	842	252	435	401	160	331	629	203	350	324	120	222	169	77	326	218
CONT'D																																

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
NBC NEWS UPDATE-M--CONT'D																														
1 M-F	8.58P	1	NBC	N		94	94	B	16.6	25	1210	1947	732	242	812	253	431	394	136	305	648	216	354	331	119	238	178	80	309	204
2 MTUTHF	8.58P	1																												
2 WED.	9.03P	1																												
NBC NEWS UPDATE-SAT.					20	188	191	A	15.2	26	1108	2190	730	230	848	364	524	414	114	252	653	208	386	351	109	212	199	112	490	295
SAT.	8.58P	1	NBC	N		94	94	B	16.6	28	1210	2077	714	244	794	266	439	396	142	283	725	239	399	376	144	264	170	77	388	255
NBC NEWS UPDATE-SUN.					20	195	192	A	16.7	25	1217	2126	764	264	837	308	514	434	145	272	651	258	413	355	86^	194	275	122	363	255
SUN.	8.58P	1	NBC	N		94	94	B	18.4	27	1341	2192	732	257	818	307	506	445	112	244	708	302	467	410	92	180	235	110	431	282
NBC NIGHTLY NEWS-SAT.					19	152	149	A	8.7	17	634	2199	856	214	952	220	350	354	146^	482	913	348	449	312	112^	389	108^	71^	226	140^
SAT.	6.30P	30	NBC	N		83	82	B	8.5	17	620	1751	759	210	823	149	285	294	133	457	709	198	304	287	129	336	97	55	122	87
NBC NIGHTLY NEWS-SUN.					14	145	136	A	8.4	16	612	2208	868	287	932	241	429	407	108^	419	901	351	549	462	130^	294	111^	62^	264	152^
SUN.	6.30P	30	NBC	N		76	75	B	7.9	14	576	1819	719	224	786	158	275	287	124	435	777	222	362	331	162	355	91	33	165	94
NBC NIGHTLY NEWS					99	207	207	A	15.1	26	1101	1728	796	197	856	208	358	328	157	434	705	202	339	294	129	316	76	33^	91	62
M-F	6.30P	30	NBC	N		99	99	B	13.7	25	999	1678	753	203	811	180	326	315	145	417	658	166	284	261	141	321	77	39	132	82
NBC SATURDAY NIGHT MOVIES					21	202	206	A	18.8	33	1371	1973	800	225	870	315	554	533	108	221	777	260	505	484	112	203	139	58^	187	126
SAT.	9.00P	120	NBC	FF		99	99	B	17.0	30	1239	1907	747	245	807	273	477	446	128	254	741	248	448	436	134	225	155	65	204	144
9.00 - 9.30								A	17.9	30	1305	2053	770	224	885	327	563	526	113	230	752	242	493	464	113	200	146	62^	270	172
9.30 - 10.00								A	19.0	33	1385	1931	800	218	865	305	534	527	116	230	751	253	486	469	110	193	136	55^	179	129
10.00 - 10.30								A	19.3	35	1407	1950	802	222	854	312	548	534	104	209	800	277	525	499	111	203	133	57^	163	111
10.30 - 11.00								A	19.1	35	1392	1944	823	235	873	315	564	540	99	218	796	269	514	494	114	212	136	59^	139	91
NEWSBREAK-M-F					105	169	168	A	17.0	25	1239	1944	722	276	813	300	457	381	130	286	647	262	369	313	124	225	175	82	309	213
MTUF	8.58P	1	CBS	N		90	89	B	15.7	24	1145	1982	732	259	810	291	454	390	133	291	613	232	361	313	101	202	185	88	374	241
1 WED.	8.54P	1																												
1 THU.	8.57P	1																												
2 WED.	8.47P	1																												
2 THU.	8.45P	1																												
NEWSBREAK-SAT.					21	174	170	A	14.8	25	1079	1737	745	291	831	224	389	326	183	381	637	255	342	275	118	257	101^	47^	168	137
SAT.	8.58P	1	CBS	N		91	91	B	15.1	26	1101	1848	776	269	853	260	417	366	160	367	575	192	311	279	93	211	136	73	284	182
NEWSBREAK-SUN.					21	170	175	A	19.6	29	1429	1854	733	317	819	317	462	382	106	285	613	216	344	354	113	198	146	84	276	161
1 SUN.	8.58P	1	CBS	N		94	94	B	21.3	31	1553	1903	754	299	854	297	470	403	135	310	679	238	371	341	118	243	182	111	188	133
2 SUN.	8.57P	2																												
ON OUR OWN					14		192	A	17.6	27	1283	1889	735	336	856	323	450	332	140^	333	593	197	312	301	136^	224	136^	76^	304	164^
2 SUN.	8.30P	30	CBS	CS			99	B	21.0	31	1531	1922	757	317	863	298	469	398	134	315	669	227	356	327	123	253	200	135	190	134
ONE DAY AT A TIME					3	193	200	A	23.5	33	1713	1910	703	261	800	382	556	420	103	187	625	310	405	302	77	182	270	123	215	141
MON.	9.30P	30	CBS	CS		98	99	B	23.9	34	1742	1926	712	295	830	377	572	418	100	208	601	281	381	291	73	179	280	145	215	132
OPERATION PETTICOAT					19	197	193	A	18.5	32	1349	2432	732	202	798	348	559	496	81^	149	720	297	477	467	97	170	360	178	554	376
SAT.	8.30P	30	ABC	CS		99	97	B	16.5	29	1203	2223	673	234	738	300	496	418	82	175	704	284	466	409	102	175	310	158	471	335
POLICE STORY-MON					7	171	172	A	8.0	27	583	1698	742	110^	754	214	515	492	63^	202^	674	319	491	413	42v	98^	209	80^	61^	40v
1 MON.	11.30P	53	ABC	OP		97	97	B	7.3	28	532	1402	648	137	687	235	402	384	65	225	564	232	369	316	77	133	125	40	26	15
2 MON.	11.30P	66																												
11.30 - 12.00								A	8.6	26	627	1730	757	120^	770	230	510	488	54^	206	692	332	505	436	38v	100^	187^	80^	81^	41v
12.00 - 12.30								A	7.6	29	554	1666	725	94^	745	205^	517	497	68^	206^	655	306	471	390	48v	97^	227	80^	39v	39v

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
POLICE STORY-WED	7	175	176	A	7.4	25	539	1475	728	194^	777	255	485	468	64^	194^	631	303	459	341	53v	132^	39v	LT	28v	28v
WED. 11.30P 63 ABC OP		97	98	B	6.9	27	503	1377	593	166	647	227	402	367	51	167	622	315	463	333	57	110	60	24	48	34
11.30 - 12.00				A	7.6	21	554	1545	732	219	785	240	473	488	60^	182^	654	302	470	357	53v	138^	48v	11v	58^	58^
12.00 - 12.30				A	7.4	30	539	1412	725	171^	773	273	503	449	66^	205^	609	303	451	329	48v	122^	30v	LT	LT	LT
POLICE WOMAN	9	202	204	A	12.8	20	933	1603	829	285	880	287	494	444	125^	309	593	236	369	308	86^	184	87^	50^	43^	24v
WED. 10.00P 60 NBC OP		99	99	B	15.4	26	1123	1648	768	248	820	245	451	442	130	283	660	213	376	348	120	236	103	52	65	47
10.00 - 10.30				A	12.6	19	919	1607	832	278	879	287	493	442	125^	312	599	238	373	308	89^	188	81^	49^	48^	25v
10.30 - 11.00				A	13.0	21	948	1589	825	288	878	287	492	440	125^	306	584	228	360	305	85^	182	89^	50^	38^	22v
PROJECT U.F.O.	1		206	A	23.9	36	1742	2201	718	223	766	328	524	438	99^	218	654	293	469	388	66^	154	315	128^	466	330
2 SUN. 8.00P 60 NBC SF			99	B	23.9	36	1742	2201	718	223	766	328	524	438	99	218	654	293	469	388	66	154	315	128	466	330
8.00 - 8.30				A	23.0	35	1677	2261	733	221	778	335	543	459	93^	213	664	298	490	396	63^	149	315	127^	504	354
8.30 - 9.00				A	24.9	38	1815	2132	704	223	753	322	504	416	105^	224	638	286	446	379	69^	154	311	128	430	304
QUINCY, M.E.	19	207	208	A	20.9	35	1524	1761	795	255	866	241	479	479	150	310	666	197	354	363	105	241	94	50^	135	109
FRI. 10.00P 60 NBC OP		99	99	B	19.2	34	1400	1720	778	269	844	267	483	468	138	275	638	191	349	351	115	225	118	59	120	87
10.00 - 10.30				A	20.7	35	1509	1793	804	259	879	250	495	489	145	305	668	188	353	373	104	238	92	45^	154	120
10.30 - 11.00				A	21.1	36	1538	1722	786	250	853	235	464	466	155	314	663	207	353	353	106	244	91	50^	115	96
RHODA	15	194	188	A	21.6	32	1575	1804	729	292	835	305	460	369	120	298	599	202	317	323	113	211	183	89	187	117
1 SUN. 8.30P 30 CBS CS		99	99	B	21.5	32	1567	1887	766	321	879	319	494	410	134	311	659	236	365	326	115	238	174	110	175	116
2 SUN. 8.00P 30																										
ROCKFORD FILES	20	206	211	A	20.6	34	1502	1883	825	274	896	265	489	480	147	322	687	207	348	375	111	256	82	29^	218	148
FRI. 9.00P 60 NBC PD		99	99	B	18.6	31	1356	1786	758	262	826	237	426	421	145	314	632	176	317	323	118	250	134	67	194	126
9.00 - 9.30				A	19.9	32	1451	1912	820	272	895	266	482	476	149	331	673	201	335	357	111	258	90	33^	254	170
9.30 - 10.00				A	21.3	35	1553	1851	827	275	894	263	493	485	142	314	699	213	359	389	111	255	73^	26^	185	125
SATURDAY NIGHT	12		194	A	12.8	38	933	1835	569	331	651	358	556	433	27v	60v	888	541	806	640	50v	57v	243^	85^	53v	31v
2 SAT. 11.30P 83 NBC GV			96	B	9.2	29	671	1735	528	255	623	369	487	342	46	85	753	463	628	449	56	94	283	124	76	58
11.30 - 12.00				A	14.5	38	1057	1969	643	332	719	370	579	479	31v	79^	911	498	815	653	73^	79^	229	101^	110^	76^
12.00 - 12.30				A	12.5	38	911	1721	528	321	601	338	530	403	26v	50v	878	546	800	647	33v	40v	222^	69^	20v	LT
12.30 - 1.00				A	10.9	39	795	1782	516	346	615	366	553	403	23v	50v	869	613	804	609	34v	46v	298	84^	LT	LT
SHIELDS AND YARNELL	3	181	177	A	12.9	19	940	2115	710	321	782	289	461	364	103^	268	677	250	410	349	98^	212	312	151	344	219
TUE. 8.30P 30 CBS CV		98	97	B	13.3	19	970	2129	747	308	811	264	466	391	120	290	692	217	415	374	98	220	297	137	329	232
SIX MILLION DOLLAR MAN	3	197	197	A	18.1	26	1319	2108	655	206	721	345	499	388	76^	169	624	287	424	381	68^	129	205	83^	558	320
MON. 8.00P 60 ABC A		99	99	B	18.3	26	1334	2183	653	212	731	356	537	417	62	142	705	318	506	456	70	131	226	66	521	331
8.00 - 8.30				A	17.3	25	1261	2128	662	212	732	349	507	389	75^	172	612	270	404	361	66^	134	201	81^	583	336
8.30 - 9.00				A	18.9	26	1378	2081	645	198	707	341	489	387	75^	162	635	302	441	395	71^	127	209	84^	530	303
60 MINUTES	23	202	204	A	26.9	43	1961	1824	765	274	826	213	399	398	141	330	840	294	497	485	132	249	86	37^	72	52^
SUN. 7.00P 60 CBS DN		99	99	B	24.6	40	1793	1834	760	305	840	253	430	398	136	332	805	266	446	420	134	282	105	46	84	60
7.00 - 7.30				A	26.6	44	1939	1825	764	275	828	208	401	407	139	334	847	294	497	485	136	254	81	39^	69	52^
7.30 - 8.00				A	27.1	42	1976	1825	767	274	825	219	400	392	143	327	834	293	498	484	130	245	92	35^	74	52^
SOAP	19	179	175	A	24.6	37	1793	1933	693	252	802	431	630	453	75	135	630	319	474	390	54^	114	306	167	195	158
TUE. 9.30P 30 ABC CS		98	98	B	22.1	34	1611	1921	736	297	837	426	626	476	77	165	628	321	468	375	67	117	276	141	180	138
STARSKY AND HUTCH	4	196	203	A	19.9	31	1451	1879	714	317	847	392	639	460	87	158	539	235	376	350	47^	107	315	138	178	133
WED. 10.00P 60 ABC OP		99	99	B	21.4	35	1560	1903	730	295	837	395	622	459	76	156	579	267	417	367	54	111	324	155	163	119
10.00 - 10.30				A	20.4	31	1487	1843	703	316	833	394	625	450	87	155	528	231	367	339	49^	107	295	137	187	136
10.30 - 11.00				A	19.4	31	1414	1905	728	320	859	386	649	471	84^	160	549	238	385	360	46^	107	332	140	165	127

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
STARSKY AND HUTCH-11:30	7	178	178	A	5.9	24	430	1398	681	151^	739	279	454	418	61v	195^	516	274^	382	267^	59v	105^	124^	58v	19v	LT
1 THU. 11.30P 65 ABC OP		98	98	B	7.2	27	525	1446	637	166	701	275	448	392	51	175	588	289	425	309	60	117	118	41	39	28
2 THU. 12.00M 65																										
11.30 - 12.00				A	8.1	26	590	1468	689	161^	733	244^	408	458	67v	182^	552	221^	359^	262^	102v	158^	137^	59v	46v	30v
12.00 - 12.30				A	6.1	25	445	1384	701	146^	753	298	490	439	62v	192^	490	255^	360	270	48v	102^	129^	53v	12v	LT
12.30 - 1.00				A	3.5	19	255	1451	672^	173v	817^	354^	495^	317^	35v	244^	580^	493^	549^	278^	LT	LT	54v	54v	LT	LT
THREE'S COMPANY	20	198	196	A	33.2	48	2420	1985	672	249	776	391	576	433	73	148	578	312	437	338	61	113	304	161	327	226
TUE. 9.00P 30 ABC CS		99	99	B	28.2	42	2056	2100	739	291	842	405	615	474	82	175	571	269	416	347	59	113	324	173	363	266
TOMA	6	168		A	5.2	28	379	1406	633	142v	633	277^	515^	394^	34v	84v	504^	267^	393^	246^	55v	111v	269^	187^	LT	LT
1 THU. 12.35A 39 ABC OP		96		B	5.0	29	365	1340	622	186	674	293	445	348	66	172	524	296	393	257	57	96	98	49	44	38
12.30 - 1.00				A	5.3	27	386	1415	677	130v	677	256^	529^	424^	34v	97v	498^	249^	375^	230^	58v	123v	240^	163^	LT	LT
TOMORROW SHOW	80	173	173	A	2.5	19	182	1522	786	225^	962	451	539	358	88^	286^	506	242^	379	264^	50v	99^	26v	LT	28v	LT
M-TH 1.00A 45 NBC CC		97	97	B	2.6	21	190	1318	656	177	704	251	365	334	109	245	558	271	375	272	46	141	46	LT	LT	LT
1.00 - 1.30				A	2.7	19	197	1553	801	238^	969	452	543	366	97^	294^	513	249^	381	264^	51v	107^	36v	LT	35v	LT
TONIGHT SHOW	100	212	211	A	8.3	29	605	1527	757	260	826	302	481	431	113	262	574	225	359	301	83^	177	92^	34^	35^	24v
1 M & TH 11.30P 75 NBC GV		99	99	B	8.4	31	612	1515	744	243	802	297	478	420	117	244	599	240	362	307	87	190	89	38	25	16
1 TUE. 11.30P 78																										
1 WED. 11.30P 77																										
1 FRI. 11.30P 79																										
2 M-W 11.30P 75																										
2 TH & F 11.30P 77																										
11.30 - 12.00				A	10.0	30	729	1546	756	261	823	291	478	441	126	261	596	232	372	319	90	182	90	28^	37^	20v
12.00 - 12.30				A	7.9	30	576	1528	765	270	834	310	490	428	102	264	564	222	354	293	77^	173	94^	39^	36^	27^
TONY RANDALL SHOW	4	192	190	A	16.4	28	1196	1794	772	284	860	246	404	327	170	395	653	294	385	313	102	233	88^	45^	193	136
SAT. 8.30P 30 CBS CS		98	98	B	15.4	26	1123	1810	805	317	898	261	431	373	177	400	618	247	364	309	98	216	103	60	191	126
TUESDAY MOVIE OF THE WEEK	19	174	173	A	6.2	24	452	1704	783	79^	861	307	534	509	41v	217^	558	299	461	330	51v	97^	222^	157^	63v	61v
1 TUE. 11.30P 64 ABC FF		97	97	B	5.9	24	430	1411	654	159	715	299	477	388	59	180	568	238	409	348	68	113	93	47	35	31
2 TUE. 11.30P 99																										
11.30 - 12.00				A	6.9	20	503	1750	775	131^	861	281	556	520	63^	219^	611	268	471	382	78^	140^	200^	167^	78^	70^
12.00 - 12.30				A	6.1	24	445	1804	788	72^	900	283	565	570	43v	214^	541	256^	433	359	49v	108^	282	224^	81^	81^
12.30 - 1.00				A	5.4	32	394	1459	787	LT	787	386^	424^	385^	LT	212^	523^	472^	523^	185^	LT	LT	149v	LT	LT	LT
WALTONS	20	203	202	A	23.4	35	1706	1960	804	294	937	294	457	402	188	406	572	194	272	247	139	259	140	77	311	205
1 THU. 8.00P 60 CBS GD		99	99	B	20.7	32	1509	1924	834	254	931	279	427	387	171	427	560	186	281	258	102	243	124	76	309	184
2 THU. 8.00P 120																										
8.00 - 8.30				A	22.0	33	1604	1952	806	299	943	287	447	390	188	430	585	171	259	248	147	283	110	57^	314	195
8.30 - 9.00				A	22.7	34	1655	1910	791	300	925	287	445	393	185	411	566	205	275	247	124	256	116	65^	303	192
9.00 - 9.30				A	25.6	38	1866	2012	812	279	942	304	469	418	198	387	555	207	276	225	153	245	179	97^	336	241
9.30 - 10.00				A	25.6	39	1866	1995	806	281	932	305	479	417	189	369	576	209	291	268	145	233	190	112^	297	217
WED. MYSTERY OF THE WEEK	18	164	164	A	3.6	23	262	1130	522	175^	607	203^	375^	371^	53v	168^	523	272^	420^	278^	35v	103v	LT	LT	LT	LT
1 WED. 12.33A 64 ABC SM		95	94	B	3.6	23	262	1198	489	111	548	199	340	317	47	147	490	249	341	275	46	88	95	46	65	31
2 WED. 12.33A 62																										
12.30 - 1.00				A	4.1	21	299	1304	659	187^	736	240^	435	375^	70v	254^	568	304^	445	261^	49v	123^	LT	LT	LT	LT
1.00 - 1.30				A	3.3	24	241	975	403^	166^	477^	157^	312^	365^	34v	83v	498	245^	403^	295^	24v	95v	LT	LT	LT	LT
WEEKEND(S)		192		A	6.4	19	467	1445	461^	223^	525	179^	341^	360^	81v	146^	740	356^	570	588	57v	120v	134^	64v	46v	30v
1 SAT. 11.30P 90 NBC DN		96																								
CONT'D																										

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
WEEKEND(S)-CONT'D																										
11.30 - 12.00				A	7.5	20	547	1601	538	212^	605	183^	364^	362^	99v	193^	685	269^	501	516	65v	137^	199^	98v	112^	75v
12.00 - 12.30				A	6.1	18	445	1418	444^	211^	498^	195^	355^	382^	74v	116v	768	404^	611	641	50v	106v	152^	81v	LT	LT
12.30 - 1.00				A	5.5	18	401	1284	379^	247^	451^	165^	297^	337^	69v	114v	798	421^	626	643	47v	115v	35v	LT	LT	LT
WELCOME BACK,KOTTER	21	199	192	A	19.7	30	1436	2129	759	254	818	390	609	473	51^	132	566	264	396	313	83	128	307	164	438	300
THU. 8.00P 30 ABC CS		99	98	B	20.9	34	1524	2083	658	263	746	332	530	423	69	154	550	265	384	300	71	123	329	175	458	333
WHAT'S HAPPENING	5	192	187	A	16.4	28	1196	2374	622	217	717	282	467	418	100	171	614	242	379	389	88^	168	395	231	648	484
SAT. 8.00P 30 ABC CS		99	95	B	16.7	28	1217	2402	678	238	762	289	512	440	100	192	651	257	428	391	92	166	372	202	617	434
WONDER WOMAN	18	191	188	A	16.5	27	1203	1969	674	256	764	288	459	355	159	275	563	207	346	301	96^	187	166	83^	476	336
FRI. 8.00P 60 CBS SF		98	97	B	15.5	26	1130	2175	675	241	748	326	485	383	122	230	611	244	391	350	91	165	203	83	613	393
8.00 - 8.30				A	15.7	26	1145	1899	654	249	744	265	431	332	167	287	558	198	336	294	103^	199	166	75^	431	320
8.30 - 9.00				A	17.2	28	1254	2039	691	262	783	308	483	375	153	267	569	214	356	306	90^	178	168	92^	519	350
WONDERFUL WORLD OF DISNEY	18		211	A	16.5	27	1203	2306	736	286	805	353	512	381	120^	281	628	254	404	356	80^	166^	249	113^	624	357
2 SUN. 7.00P 60 NBC FV			99	B	17.7	28	1290	2303	693	231	772	295	472	410	108	244	712	299	470	420	99	182	235	104	584	366
7.00 - 7.30				A	15.1	26	1101	2232	722	285	795	357	504	366	127^	279	613	236	388	357	91^	167^	226	92^	598	332
7.30 - 8.00				A	18.0	29	1312	2346	747	284	810	352	516	387	113^	282	631	265	413	352	68^	162^	263	127^	642	375
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			170	A	5.8	15	423	2021	676	142v	679	236^	309^	328^	40v	283^	251^	110v	166^	71v	85v	85v	372^	215^	719	345^
2 WED. 4.30P 60 ABC FV			96																							
4.30 - 5.00				A	6.0	16	437	2027	705	142^	705	231^	300^	326^	43v	316^	231^	97v	158^	75v	73v	73v	360^	187^	731	379^
5.00 - 5.30				A	5.6	13	408	1988	636	135v	636	237^	312^	322^	35v	240^	265^	122v	169^	63v	96v	96v	380^	243^	707	310^
ALL IN THE FAMILY M-F	63	194	195	A	9.2	27	671	1428	665	109	714	224	364	320	153	293	381	152	198	84^	63^	179	178	58^	155	79^
1 M-F 3.30P 30 CBS CS		98	98	B	9.3	28	678	1570	659	105	719	229	372	323	137	289	398	149	197	132	66	182	202	82	251	133
2 M-TH 3.30P 30																										
ALL MY CHILDREN	99	185	185	A	9.1	31	663	1504	817	215	893	519	686	481	54^	141	310	147	173	144	88^	112	171	133	130	63^
M-F 1.00P 60 ABC DD		98	98	B	8.6	31	627	1476	833	181	923	486	678	493	70	172	271	121	161	132	63	93	159	120	123	47
1.00 - 1.30				A	9.2	32	671	1490	827	221	897	515	700	495	55^	139	301	147	173	140	80^	106	169	135	123	62^
1.30 - 2.00				A	8.9	30	649	1507	808	207	889	524	672	467	53^	142	318	149	172	144	94	118	168	129	132	57^
ANOTHER WORLD	96	207	207	A	10.1	30	736	1378	859	143	913	278	521	496	134	311	236	76^	98	72^	68^	125	129	82	100	50^
1 M-F 3.00P 60 NBC DD		99	99	B	8.7	28	634	1379	845	141	902	254	481	446	154	338	221	59	95	73	55	112	152	122	104	49
2 M-TH 3.00P 60																										
2 FRI. 3.00P 30																										
3.00 - 3.30				A	9.5	30	693	1346	861	146	914	278	507	498	132	318	236	72^	91	70^	77^	132	113	72^	83^	36^
3.30 - 4.00				A	10.7	31	780	1409	866	144	921	279	537	497	138	311	233	81	105	71^	64^	119	136	88	119	64^
AS THE WORLD TURNS	97	199	198	A	9.5	32	693	1358	907	159	967	249	451	430	175	437	254	53^	102	65^	45^	151	60^	53^	77^	19v
M-F 1.30P 60 CBS DD		99	99	B	8.7	31	634	1351	881	161	975	274	480	423	166	432	232	45	100	81	42	126	50	37	94	28
1.30 - 2.00				A	9.1	31	663	1350	894	152	953	235	427	417	178	455	264	59^	108	62^	46^	156	59^	53^	74^	16v
2.00 - 2.30				A	9.9	32	722	1350	917	162	976	262	475	437	173	420	240	43^	90	64^	44^	149	59^	52^	75^	20v
BOB HOPE GOLF-MON.(S)			156	A	4.2	11	306	1873	657^	120v	657^	82v	189v	343^	144v	292^	733^	44v	218^	293^	93v	440^	214^	85v	269^	78v
2 MON. 4.00P 60 NBC SE			84																							
4.00 - 4.30				A	4.4	12	321	1738	678^	97v	678^	89v	193^	362^	155v	276^	657^	31v	200^	271^	59v	386^	181v	LT	222^	45v
4.30 - 5.00				A	4.0	10	292	1969	616^	137v	616^	69v	179v	315^	130v	301^	793^	51v	222^	297^	130v	496^	247^	174v	313^	114v
CAPTAIN KANGAROO	99	188	187	A	3.7	19	270	1519	319	29v	334	151^	193^	149^	77^	126^	158^	92^	111^	78^	18v	29v	89^	48v	938	215^
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
CAPTAIN KANGAROO-CONT'D																										
M-F 8.00A 60 CBS C		99	99	B	3.6	21	262	1625	375	69	393	204	289	239	47	89	143	62	86	70	22	45	77	43	1012	290
8.00 - 8.30				A	3.4	18	248	1544	269	28v	282	109^	162^	128^	90^	105^	133^	68^	85^	64^	28v	33v	109^	44v	1020	267
8.30 - 9.00				A	4.1	20	299	1438	346	24v	356	174^	205	161^	66^	137^	169^	106^	123^	78^	LT	28v	69^	49^	844	168^
CBS MID-DAY NEWS-EDWARDS	98	174	174	A	6.7	26	488	1195	839	86^	894	211	399	389	139	425	176	35^	45^	30^	41^	123	47^	33^	78^	19v
M-F 11.55A 4 CBS N		91	91	B	5.7	25	416	1279	847	117	916	270	470	381	146	408	184	39	63	53	50	112	50	31	129	34
CBS MORNING NEWS	100	176	176	A	2.5	17	182	1341	572	165^	616	77v	208^	241^	122^	353	516	137^	274^	270^	71v	225^	55v	LT	154^	67v
M-F 7.15A 45 CBS N		96	96	B	2.2	17	160	1296	604	164	636	139	302	309	112	283	402	106	214	214	75	170	50	LT	208	114
7.30 - 8.00				A	2.6	17	190	1295	532	153^	574	74v	199^	221^	110^	332	489	142^	274^	264^	62v	204^	47v	LT	185^	73v
DAYS OF OUR LIVES	99	207	206	A	7.4	25	539	1252	805	111	851	249	425	400	151	359	303	94^	134	112	63^	150	53^	26v	45^	17v
M-F 1.30P 60 NBC DD		99	99	B	7.0	25	510	1274	805	130	881	286	475	416	150	342	259	68	111	92	49	130	72	53	62	29
1.30 - 2.00				A	7.1	24	518	1226	784	104^	830	239	406	384	153	355	303	88^	128	107^	64^	155	51^	21v	42^	15v
2.00 - 2.30				A	7.8	26	569	1244	810	110	856	251	435	407	149	357	291	93^	131	115	61^	142	53^	28^	44^	16v
DOCTORS	96	202	202	A	7.2	24	525	1210	767	113	834	243	425	410	130	343	261	94^	118	106^	69^	132	67^	44^	48^	15v
M-F 2.30P 30 NBC DD		98	98	B	6.6	23	481	1241	811	116	874	252	438	405	155	366	232	64	99	88	50	118	71	50	64	29
EDGE OF NIGHT	94	167	168	A	5.3	15	386	1409	807	194	900	344	541	464	117^	321	210	67^	98^	74^	44^	102^	149^	112^	150^	83^
1 M-F 4.00P 30 ABC DD		87	90	B	5.4	17	394	1364	846	151	938	331	540	442	128	357	192	61	93	69	27	94	102	69	132	60
2 M-TH 4.00P 30																										
FAMILY FEUD	98	180	181	A	9.9	39	722	1518	718	189	789	384	521	413	94	182	321	151	193	154	34^	103	175	93	233	94

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
M-F 11.30A 30 ABC QP		98	99	B	8.6	37	627	1555	704	140	779	345	521	412	95	182	344	134	193	152	55	125	173	92	259	110
FOR RICHER, FOR POORER	45	168	168	A	4.1	15	299	1361	675	133^	709	197	351	298	104^	315	320	96^	129^	104^	47v	154^	141^	47v	191^	123^
1 MWTHF 1.00P 30 NBC DD		82	83	B	4.1	14	299	1411	710	104	755	236	357	287	101	337	350	127	168	120	34	162	127	57	179	98
2 TU-F 1.00P 30																										
GENERAL HOSPITAL	24	187	186	A	7.8	23	569	1322	827	161	919	437	597	480	112	252	196	85^	111	75^	40^	70^	103	82^	104	37^
1 M-F 3.00P 60 ABC DD		98	98	B	7.9	23	576	1337	836	145	925	433	631	494	105	241	195	72	99	74	41	87	124	93	93	33
2 M-TH 3.00P 60																										
2 FRI. 3.00P 30																										
& 4.03P 27																										
3.00 - 3.30				A	7.8	24	569	1316	817	162	911	445	600	475	117	246	209	94^	119	78^	45^	74^	98^	82^	98^	32^
3.30 - 4.00				A	7.8	23	569	1329	838	158	932	433	595	494	109	256	178	69^	96^	68^	40^	69^	109	83^	110	45^
4.00 - 4.30				A	6.8	21	496	1526	994	254^	1099	446^	698	499	110v	377^	188^	65v	119v	143^	LT	45v	124^	58v	115v	59v
GONG SHOW	49	175	174	A	5.4	20	394	1376	612	157	634	228	330	279	112^	251	439	153	208	165	38^	213	163	89^	140^	50^
M-F 12.30P 30 NBC QG		87	87	B	5.3	19	386	1415	624	121	670	226	342	292	113	278	429	157	232	168	51	179	157	80	159	86
GOOD MORNING, AMERICA-730	100	172	174	A	3.2	21	233	1571	774	223^	838	308	481	468	94^	263	347	77^	183^	205^	82^	120^	85^	60v	301	34v
M-F 7.30A 30 ABC N		96	96	B	3.1	21	226	1298	689	162	729	224	373	347	110	295	365	85	150	158	101	171	68	39	136	49
GOOD MORNING, AMERICA-830	100	185	185	A	4.6	23	335	1403	794	176	854	275	449	421	101^	312	379	112^	212	167^	90^	156^	60^	44^	110^	LT
M-F 8.30A 30 ABC N		94	94	B	3.5	21	255	1395	775	194	836	288	461	385	142	308	358	99	170	143	114	168	70	35	131	71
GUIDING LIGHT	66	195	195	A	8.5	27	620	1390	901	148	975	275	491	439	169	411	264	62^	121	79^	49^	136	69^	49^	82^	31^
M-F 2.30P 60 CBS DD		99	99	B	8.3	27	605	1411	863	136	941	286	495	451	153	373	237	65	114	84	48	116	88	60	145	60
2.30 - 3.00				A	8.8	29	642	1377	922	151	986	276	493	442	176	417	249	55^	111	70^	49^	137	67^	54^	75^	27^
3.00 - 3.30				A	8.2	26	598	1391	874	138	959	269	484	438	162	402	274	67^	128	86^	49^	135	71^	44^	87^	36^
HAPPY DAYS M-F	98	173	173	A	7.1	29	518	1423	487	119	524	342	423	272	46^	70^	266	169	201	131	32^	55^	252	127	381	155
M-F 11.00A 30 ABC CS		96	96	B	6.3	29	459	1517	557	124	612	330	475	343	50	93	270	162	205	130	31	52	238	123	397	177

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PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	55-64	55+	MEN TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
WEEKDAY DAYTIME CONT'D																										
HOLLYWOOD SQUARES	95	192	190	A	6.5	29	474	1344	675	113^	705	181	295	248	152	351	418	154	221	185	96^	164	101^	44^	120^	43^
M-F 10.30A 30 NBC QP		95	95	B	5.3	27	386	1335	688	116	736	190	315	298	134	356	392	119	196	174	58	155	95	49	112	46
KNOCKOUT	92	197	198	A	5.6	22	408	1319	632	130^	708	140^	245	250	138^	382	392	91^	132^	108^	134^	237	98^	56^	121^	44^
M-F 11.30A 30 NBC QP		98	98	B	5.0	22	365	1361	722	107	788	165	280	281	156	435	372	110	169	127	78	184	82	44	119	63
LOVE OF LIFE	98	190	190	A	6.6	26	481	1195	827	101^	869	228	422	396	137	388	171	35^	53^	42^	35^	107^	52^	35^	103^	16v
M-F 11.30A 30 CBS DD		97	97	B	6.0	27	437	1304	845	123	911	276	482	391	141	386	187	41	68	62	49	107	53	32	153	39
MATCH GAME '78	39	147	146	A	6.5	18	474	1428	805	136	850	230	358	338	178	395	390	97^	177	119^	75^	212	93^	32^	95^	48^
1 MTUWF 4.00P 30 CBS QP; 2 M-TH 4.00P 30; 2 FRI. 4.03P 27		80	79	B	6.6	18	481	1508	752	138	819	235	380	348	141	352	374	119	173	120	81	185	130	58	185	98
ONE LIFE TO LIVE	25	188	188	A	8.0	26	583	1374	799	173	872	463	623	492	81^	180	256	122	146	105	55^	86^	148	119	98^	41^
M-F 2.00P 60 ABC DD		99	99	B	8.2	26	598	1425	816	158	899	468	654	502	80	179	234	106	127	93	41	87	173	137	119	52
2.00 - 2.30				A	7.5	25	547	1384	777	181	857	469	616	484	57^	165	265	128	150	109	61^	91^	164	132	98^	47^
2.30 - 3.00				A	8.4	28	612	1361	827	163	893	461	636	502	102	196	238	114	139	99	48^	76^	131	104	99	38^
PRICE IS RIGHT 1	42	179	177	A	6.5	29	474	1445	729	151	780	240	419	371	122^	306	269	71^	113^	101^	32^	141	118^	61^	278	70^
M-F 10.30A 30 CBS AP		93	92	B	6.6	29	481	1620	723	126	760	255	418	348	104	300	337	76	142	141	52	166	140	65	383	152
PRICE IS RIGHT 2	43	179	177	A	6.9	29	503	1400	766	133	830	239	419	370	127	351	256	61^	99^	92^	32^	133	89^	48^	225	37^
M-F 11.00A 30 CBS AP		93	92	B	7.1	29	518	1549	773	127	818	253	420	353	113	347	326	56	124	139	42	168	110	53	295	99
RYAN'S HOPE	99	177	177	A	7.0	26	510	1586	854	227	952	533	714	514	57^	154	273	132	154	115	57^	104^	190	143	171	82^
M-F 12.30P 30 ABC DD		94	95	B	7.1	28	518	1526	843	175	941	483	683	505	75	168	263	101	150	132	51	90	181	126	141	56
SANFORD AND SON M-F	97	167	165	A	5.3	25	386	1487	601	155	624	174	313	254	101^	272	521	150^	260	209	127^	223	171	44^	171	86^
M-F 10.00A 30 NBC CS		89	89	B	4.9	26	357	1507	614	115	687	205	324	265	115	315	506	155	268	217	74	191	141	56	173	82
SEARCH FOR TOMORROW	98	190	190	A	8.3	30	605	1261	853	120	916	257	477	419	151	381	232	70^	85^	53^	59^	133	45^	35^	68^	13v
M-F 12.30P 30 CBS DD		97	97	B	7.6	30	554	1336	860	145	935	303	525	430	150	364	237	59	97	83	58	124	55	37	109	33
SPECIAL TREAT(S) 1 TUE. 4.00P 60 NBC FV		180		A	10.7	26	780	1955	639	184^	735	238^	465	339	101^	248^	522	229^	350	219^	45v	141^	239^	122^	459	215^
		93																								
4.00 - 4.30				A	9.9	25	722	1867	630	186^	724	244^	418	331	106^	252^	480	235^	341	198^	32v	109^	214^	113^	449	216^
4.30 - 5.00				A	11.5	27	838	2017	644	179^	740	230^	478	341	99^	246^	553	220^	353	232^	55v	168^	259^	128^	465	211^
TATTLETALES	41	163	162	A	4.9	23	357	1370	783	95^	818	274	423	370	100^	327	261	76^	106^	101^	39v	135^	70^	25v	221	65^
M-F 10.00A 30 CBS QG		87	87	B	4.7	22	343	1531	773	111	810	304	487	407	88	268	274	70	107	112	49	136	94	49	353	122
TO SAY THE LEAST	94	169	169	A	4.1	15	299	1214	635	87^	692	130^	246	261	134^	385	359	65^	98^	95^	103^	237	113^	54^	50^	20v
M-F 12.00N 30 NBC QP		87	87	B	3.9	16	284	1308	703	87	775	185	314	289	157	402	341	86	139	116	70	181	94	42	98	60
TODAY SHOW-7.30AM	99	216	216	A	5.0	29	365	1288	700	203	749	110^	260	283	161	425	442	70^	173	197	85^	225	42^	LT	55^	14v
M-F 7.30A 30 NBC N		99	99	B	4.3	28	313	1316	719	176	763	146	291	316	141	400	432	96	163	166	80	234	48	LT	73	35
TODAY SHOW-8.30AM	100	212	212	A	5.7	31	416	1418	784	182	847	186	339	363	135^	412	436	95^	183	170	87^	226	82^	16v	53^	29v
M-F 8.30A 30 NBC N		99	99	B	4.6	29	335	1413	764	165	838	152	328	339	139	426	472	76	171	182	80	263	53	LT	50	24
$20,000 PYRAMID	25	159	160	A	6.1	22	445	1436	726	261	787	382	524	440	110^	164	333	131^	191	158	41^	120^	111^	62^	205	73^
M-F 12.00N 30 ABC QG		87	86	B	6.4	23	467	1498	735	198	782	358	543	433	101	170	352	136	195	153	49	130	110	60	254	119
WHEEL OF FORTUNE	97	198	199	A	6.6	27	481	1370	775	143	836	148	290	308	182	443	376	110^	147	128	108^	199	85^	50^	73^	27v
M-F 11.00A 30 NBC QG		98	98	B	5.8	27	423	1328	755	109	812	158	291	295	191	450	365	85	150	133	85	190	68	34	83	41
WINNERS(S) 1 THU. 4.00P 30 CBS CL		181		A	6.0	17	437	1140	451^	21v	483^	80v	158^	217^	161^	266^	231^	65v	117v	103v	LT	93v	75v	32v	351^	238^
		96																								

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
YOUNG AND THE RESTLESS	98	194	194	A	8.9	32	649	1242	840	117	894	297	504	424	144	337	190	72^	80^	57^	55^	96	77^	50^	81^	18v
M-F 12.00N 30 CBS DD		97	97	B	7.8	32	569	1342	853	144	925	358	570	445	143	315	190	62	94	81	50	84	87	61	140	38
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	21	176	179	A	6.1	24	445	1894	350	106^	419	222^	294	254^	13v	49v	426	256^	288	178^	49v	111^	407	254^	642	369
SAT. 12.00N 30 ABC FV		94	94	B	6.2	23	452	1836	364	122	414	226	302	200	44	85	290	153	208	159	37	70	374	191	758	512
ABC WIDE WORLD-SPORTS SAT	15	201	201	A	11.7	27	853	1673	522	143	575	155	297	319	103^	196	685	257	436	342	129^	195	224	51^	189	147
1 SAT. 5.00P 90 ABC SA		99	99	B	11.0	26	802	1769	490	169	537	200	323	292	82	152	787	308	509	444	110	209	212	68	233	157
2 SAT. 4.30P 90																										
4.30 - 5.00				A	10.2	26	744	1698	554	119^	554	116^	296^	357	78v	187^	759	275^	480	349	140^	247^	206^	14v	179^	163^
5.00 - 5.30				A	10.9	27	795	1645	482	127^	524	131^	271	311	82^	167	719	278	466	346	128^	195	236	70^	166	138^
5.30 - 6.00				A	12.4	28	904	1621	505	133	557	163	275	288	94^	209	660	252	407	314	129^	198	213	51^	191	157
6.00 - 6.30				A	13.7	28	999	1751	575	196^	690	201^	375	349	166^	222^	609	220^	408	366	118^	149^	230^	53v	222^	127^
ABC WIDE WORLD-SPORTS SUN	7	188	184	A	15.3	36	1115	1890	559	234	656	297	446	399	81^	145	760	317	497	435	111	193	248	91^	226	173
1 SUN. 4.37P 95 ABC SA		97	98	B	13.6	31	991	1960	571	230	643	276	421	363	82	163	776	347	527	455	110	186	257	89	284	186
2 SUN. 4.30P 60																										
4.30 - 5.00				A	13.7	35	999	1884	544	230	669	296	453	413	73^	154	740	318	465	405	110^	200	253	83^	222	177
5.00 - 5.30				A	15.6	37	1137	1880	562	231	669	293	451	411	74^	147	730	301	468	416	111	190	230	89^	251	201
5.30 - 6.00				A	16.7	37	1217	1888	532	229	595	297	421	378	87^	119^	812	340	559	491	117^	193	272	108^	209	145^
ALL NEW SUPERFRIENDS I	22	183	187	A	4.0	31	292	1551	124^	28v	124^	65v	76v	59v	LT	34v	133^	59v	87v	116^	LT	17v	187^	78v	1107	733
SAT. 8.00A 30 ABC CA		97	98	B	3.9	33	284	1738	209	85	221	122	170	144	LT	37	142	78	113	97	18	21	183	63	1192	728
ALL NEW SUPERFRIENDS II	22	182	187	A	6.6	36	481	1613	139^	15v	162^	94^	121^	62v	9v	26v	158^	50v	76^	105^	53v	53v	229^	139^	1064	672
SAT. 8.30A 30 ABC CA		97	98	B	6.0	36	437	1720	198	80	217	129	167	130	14	40	148	84	117	84	26	28	210	88	1145	689
AMERICAN BANDSTAND '78	18	152	159	A	5.8	22	423	1799	473	116^	572	333	387	246^	68v	106^	480	277^	311	202^	75^	122^	413	236^	334	208^
SAT. 12.30P 60 ABC PC		82	85	B	5.9	22	430	1622	422	142	532	324	397	239	55	107	377	227	273	174	50	88	349	228	364	244
12.30 - 1.00				A	5.3	21	386	1852	526	96^	633	372	415	276^	79^	120^	422	259^	279^	150^	63v	106^	444	210^	353	225^
1.00 - 1.30				A	6.4	24	467	1702	416	131^	504	291	356	214^	57v	89^	511	286	325	236^	80^	130^	378	254^	309	188^
ANIMALS, ANIMALS, ANIMALS	20	125	125	A	3.3	16	241	1336	306^	141^	323^	124v	145^	116v	32v	140^	256^	170^	223^	161^	LT	LT	196^	137^	561	374^
SUN. 11.30A 30 ABC CL		81	78	B	3.2	14	233	1579	396	132	417	191	289	196	35	115	389	248	294	221	20	60	169	76	604	421
BAGGY PANTS & THE NITWITS	3	199	198	A	5.9	22	430	1640	281	67v	285	165^	216^	215^	LT	36v	348	269^	312	204^	36v	36v	255^	119^	752	398
SAT. 11.00A 30 NBC CA		98	98	B	6.1	23	445	1497	237	65	241	152	197	159	LT	24	287	190	223	137	64	64	224	98	745	420
BATMAN/TARZAN ADV I	13	196	196	A	8.8	33	642	1768	368	124^	400	225	304	170^	37v	71^	206	110^	128^	137^	14v	39v	256	103^	906	440
SAT. 10.30A 30 CBS CA		99	99	B	8.9	34	649	1919	315	98	340	183	256	157	38	73	296	161	215	182	19	52	330	171	953	518
BATMAN/TARZAN ADV II	13	197	197	A	10.1	38	736	1755	316	129^	368	207	284	149^	35v	51^	211	139^	149^	97^	24v	37v	359	143^	817	393
SAT. 11.00A 30 CBS CA		99	99	B	10.1	37	736	1889	306	98	342	195	270	161	34	62	270	163	215	158	19	36	346	142	931	506
BOB HOPE GOLF-SAT.(S)		187		A	5.6	14	408	1434	613	150^	650	93v	282^	275^	128v	326^	615	98v	158^	263^	175^	345^	53v	12v	116v	108v
1 SAT. 4.30P 120 NBC SE		94																								
4.30 - 5.00				A	4.2	12	306	1121	396^	27v	422^	69v	154v	164v	58v	242^	602^	157v	213^	337^	121v	225^	41v	LT	56v	56v
5.00 - 5.30				A	5.6	15	408	1417	589	67v	613	66v	220^	212^	108v	366^	588	88v	145v	254^	180^	334^	59v	LT	157^	157^
5.30 - 6.00				A	5.8	14	423	1487	699	177^	720	70v	335^	332^	144^	346^	600	73v	116v	229^	209^	371^	34v	LT	133v	133v
6.00 - 6.30				A	7.0	15	510	1533	665	257^	725	142^	349^	327^	162^	314^	636	91v	161^	241^	170^	395^	71v	36v	101v	75v
BOB HOPE GOLF-SUN.(S)		201		A	7.3	18	532	1545	604	205^	655	139^	244^	191^	184^	360^	717	111v	300^	354^	196^	332^	64v	LT	109v	86v
1 SUN. 4.12P 108 NBC SE		99																								
CONT'D																										

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PROGRAM NAME	WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																											
BOB HOPE GOLF-SUN.-CONT'D																											
	4.30 - 5.00				A	6.8	18	496	1567	597	222^	656	143^	236^	182^	189^	370^	789	120v	358^	412^	209^	340^	50v	LT	72v	72v
	5.00 - 5.30				A	7.0	18	510	1529	597	177^	634	156^	247^	179^	178^	334^	731	121^	301^	361^	200^	341^	64v	LT	100v	55v
	5.30 - 6.00				A	8.8	20	642	1607	633	210^	686	130^	257^	216^	200^	379	700	99^	286^	341^	191^	335^	78v	17v	143^	114^
BUGS BUNNY/ROAD RUNNER 1		13	199	201	A	7.7	32	561	1578	293	91^	319	194^	235	112^	42v	68^	189^	115^	134^	112^	LT	33v	245	89^	825	462
	SAT. 9.00A 30 CBS CA		99	99	B	7.0	32	510	1827	303	105	345	184	244	144	52	81	244	133	173	137	18	49	268	96	970	544
BUGS BUNNY/ROAD RUNNER 2		13	199	201	A	9.6	36	700	1533	268	114^	318	192	226	118^	38v	71^	167^	92^	119^	120^	LT	29v	236	83^	812	424
	SAT. 9.30A 30 CBS CA		99	99	B	9.1	37	663	1841	309	96	361	206	269	164	38	75	249	146	195	151	16	35	278	107	953	543
BUGS BUNNY/ROAD RUNNER 3		13	200	201	A	10.6	40	773	1701	327	120^	393	253	319	159	25v	63^	203	121^	148^	129^	7v	29v	257	91^	848	425
	SAT. 10.00A 30 CBS CA		99	99	B	10.0	38	729	1825	296	81	343	202	268	149	33	66	283	154	207	171	20	42	305	132	894	500
CBS SAT. FILM FESTIVAL		16	158	161	A	5.2	19	379	1710	385	155^	469	192^	250^	205^	111^	161^	180^	88^	103^	87^	43v	77v	275^	132^	786	562
	SAT. 1.30P 30 CBS CL		85	87	B	4.5	16	328	1748	374	125	425	218	264	191	64	119	327	169	255	191	33	54	294	179	702	382
CBS SPORTS SPECTACULAR		20	156	160	A	9.6	24	700	1651	530	189	550	205	332	272	58^	174	653	223	359	374	120^	213	193	70^	255	130^
	SAT. 4.30P 90 CBS SA		90	90	B	7.2	19	525	1598	481	151	514	190	295	258	87	179	703	278	436	379	107	214	166	55	215	142
	4.30 - 5.00				A	8.2	23	598	1647	527	211	547	239	379	285	56^	130^	596	206	329	346	122^	198^	190^	68^	314	174^
	5.00 - 5.30				A	9.9	25	722	1699	516	173	542	199	334	274	59^	165^	665	226	381	384	129^	206	221	84^	271	125^
	5.30 - 6.00				A	10.8	25	787	1596	544	189	554	181	291	261	56^	211	676	227	356	378	113^	230	169	56^	197	102^
CHALLENGE OF THE SEXES		6	156	153	A	6.8	22	496	1768	533	258	547	163^	326	268	76^	197^	741	384	522	389	55v	163^	180^	32v	300	251
	SUN. 1.00P 45 CBS SE		78	81	B	6.5	23	474	1689	446	199	488	184	300	228	76	162	685	339	469	371	71	164	224	82	292	217
	1.00 - 1.30				A	6.5	22	474	1766	526	231^	544	130^	303	244^	88^	216^	731	371	512	384	60v	160^	161^	15v	330	263
CHAMPIONSHIP AUTO RACING(S)			175																								
	2 SUN. 3.00P 90 ABC SE		94		A	11.8	33	860	2090	548	264^	673	276	443	391	52v	152^	868	358	521	514	107^	195^	272	88^	277	192^
	3.00 - 3.30				A	10.9	32	795	2190	642	245^	742	302	490	427	57v	166^	887	359	521	526	127^	206^	312	106^	249^	173^
	3.30 - 4.00				A	11.3	32	824	2182	553	281^	657	249^	411	379	55v	164^	906	332	544	565	109^	199^	288	94^	331	222^
	4.00 - 4.30				A	13.3	36	970	1909	405	259	622	273	424	361	51v	135^	808	372	495	456	90^	180^	226^	71^	253	179^
DYNAMIC DUOS		4	149		A	2.9	10	211	1934	640^	232v	687^	302^	455^	257v	52v	232v	859^	304^	428^	292^	68v	385^	193v	LT	195v	100v
	2 SUN. 2.00P 30 NBC SE		75		B	3.6	11	262	1880	610	239	684	289	406	297	109	229	781	271	378	319	173	356	226	42	189	101
FACE THE NATION		20	179	184	A	3.4	16	248	1415	644	250^	697	60v	213^	278^	170^	419^	536	109v	133^	137^	136^	342^	69v	LT	113v	LT
	SUN. 11.30A 30 CBS CC		99	99	B	3.2	15	233	1538	613	193	684	184	289	232	122	357	585	185	303	265	97	235	105	30	164	106
FAT ALBERT AND COSBY KIDS		4	192	193	A	7.5	29	547	1786	238	128^	315	209^	254	73^	41v	49v	252	165^	202^	139^	34v	34v	380	127^	839	319
	SAT. 12.00N 30 CBS CA		98	98	B	7.8	29	569	1853	305	164	360	230	310	164	29	33	363	207	276	199	40	57	356	115	774	353
GHOST BUSTERS		21	69	68	A	1.6	11	117	1308	103v	77v	154v	93v	154v	102v	LT	LT	401^	248v	248v	401^	LT	LT	111v	LT	642^	487^
	SUN. 9.00A 30 CBS CL		60	60	B	1.4	11	102	1540	200	70	249	129	159	130	LT	50	199	109	129	159	LT	LT	158	59	934	646
GLEN CAMPBELL GOLF-SUN(S)			182																								
	2 SUN. 5.30P 90 ABC SE		94		A	12.5	27	911	1753	542	188^	637	218^	335	357	93^	197^	750	233^	374	361	175^	282	161^	44v	205^	126^
	5.30 - 6.00				A	12.6	30	919	1768	552	222^	654	207^	355	383	112^	205^	709	223^	381	325	188^	283	147^	34v	258	160^
	6.00 - 6.30				A	12.7	28	926	1668	497	182^	582	205^	315	342	90^	165^	777	238^	383	375	182^	284	141^	29v	168^	113^
	6.30 - 7.00				A	12.4	25	904	1796	565	152^	664	239^	327	343	77^	215^	751	231^	345	379	151^	275	197^	69^	184^	102^
GO GO GLOBETROTTERS I		3	203	204	A	4.9	26	357	1790	279^	76v	279^	91^	195^	185^	LT	84v	166^	68v	68v	98^	LT	68v	250^	76v	1095	717
	SAT. 8.30A 30 NBC CA		99	99	B	4.8	27	350	1637	236	69	251	110	182	159	LT	69	136	69	69	88	LT	48	190	51	1060	715
GO GO GLOBETROTTERS II		3	204	204	A	6.0	25	437	1870	212^	97^	242^	120^	201^	175^	LT	25v	239^	181^	181^	142^	27v	36v	303	159^	1086	693
	SAT. 9.00A 30 NBC CA		99	99	B	5.9	26	430	1796	167	65	199	116	172	144	LT	16	194	154	154	128	18	25	292	150	1111	723

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																																
GO GO GLOBETROTTERS III							3	205	205	A	6.2	23	452	1843	199^	82^	232^	130^	191^	184^	LT	LT	218^	150^	150^	102^	46v	46v	332	152^	1061	661
		SAT.	9.30A	30	NBC	CA		99	99	B	6.1	24	445	1708	136	57	171	102	143	125	LT	LT	178	123	130	96	33	33	301	144	1058	672
GO GO GLOBETROTTERS IV							3	205	205	A	5.6	21	408	1792	283^	152^	283^	135^	195^	195^	41v	41v	215^	156^	171^	106^	32v	32v	244^	81^	1050	596
		SAT.	10.00A	30	NBC	CA		99	99	B	5.7	22	416	1786	210	99	232	134	175	152	25	25	194	134	166	123	21	21	226	63	1134	666
GREAT GRAPE APE							20	92	92	A	4.0	19	292	1545	269^	103v	303^	180^	180^	102v	52v	100v	149^	93v	149^	76v	LT	LT	340^	235^	753	494
		SUN.	11.00A	30	ABC	CA		66	66	B	3.3	15	241	1498	266	108	293	166	202	120	28	77	207	145	181	129	LT	LT	187	95	811	542
HONG KONG PHOOEY							3	195	199	A	3.2	25	233	1412	266^	48v	266^	94v	214^	163^	LT	52v	80v	38v	38v	38v	LT	42v	181^	LT	885	618
		SAT.	8.00A	30	NBC	CA		98	99	B	3.2	25	233	1403	218	80	260	151	226	151	LT	34	122	76	76	76	LT	46	118	LT	903	648
IN THE NEWS- 8.26AM							19	198	200	A	3.4	21	248	1411	185^	60v	242^	125^	125^	28v	89v	89v	113v	LT	LT	44v	24v	69v	238^	LT	818	529
		SAT.	8.26A	3	CBS	N		99	99	B	3.2	23	233	1782	269	85	285	128	166	129	60	85	242	119	165	155	LT	50	254	77	1001	625
IN THE NEWS- 8.56AM							13	196	198	A	6.1	29	445	1703	250^	43v	275	167^	190^	110^	53v	74^	166^	69^	69^	54v	11v	74^	190^	46v	1072	628
		SAT.	8.56A	3	CBS	N		99	99	B	4.9	26	357	1871	305	95	318	157	202	150	56	78	280	140	183	152	26	67	233	105	1040	613
IN THE NEWS- 9.56AM							13	199	201	A	10.3	38	751	1561	263	104^	309	198	231	115^	32v	61^	165	94^	120^	119^	LT	29v	238	83^	849	427
		SAT.	9.56A	3	CBS	N		99	99	B	9.6	38	700	1799	299	90	351	200	266	158	34	72	241	142	192	151	17	33	283	110	924	521
IN THE NEWS-10.26AM							22	200	201	A	10.1	38	736	1711	346	132^	416	270	342	162	24v	64^	195	120^	140^	125^	5v	25v	267	98^	833	426
		SAT.	10.26A	3	CBS	N		99	99	B	8.8	34	642	1914	313	99	362	211	274	173	32	76	272	147	203	165	19	42	316	134	964	541
IN THE NEWS-10.56AM							22	196	196	A	8.9	34	649	1753	353	125^	389	205	280	156^	47^	84^	204	100^	111^	137^	21v	49^	286	113^	874	424
		SAT.	10.56A	3	CBS	N		99	99	B	8.3	32	605	1919	327	109	361	202	267	169	37	81	290	169	217	165	23	50	334	152	934	516
IN THE NEWS-11.26AM							22	197	197	A	9.3	35	678	1754	319	125^	372	214	295	154^	30v	44v	200	139^	148^	72^	32v	44v	365	139^	817	392
		SAT.	11.26A	3	CBS	N		99	99	B	9.1	34	663	1853	301	105	339	200	261	157	32	67	278	173	217	139	20	46	332	125	904	491
IN THE NEWS-11.56AM							22	193	196	A	7.6	30	554	1782	400	185^	474	270	355	167^	56v	82^	226	123^	152^	122^	19v	42v	355	123^	727	345
		SAT.	11.56A	3	CBS	N		97	97	B	8.3	31	605	1813	327	123	368	223	286	174	31	67	296	170	218	150	22	57	325	122	824	453
IN THE NEWS-12.26PM							22	192	193	A	7.2	28	525	1690	221^	125^	294	196^	242	69^	44v	44v	247	159^	198^	146^	34v	34v	381	122^	768	300
		SAT.	12.26P	3	CBS	N		98	98	B	6.9	26	503	1671	339	138	390	238	296	176	38	77	297	174	224	148	26	56	274	117	710	372
IN THE NEWS-12.56PM							20	195	195	A	6.9	26	503	1610	376	127^	391	222^	289	169^	63^	87^	235^	89^	182^	135^	35v	53v	268	104^	716	383
		SAT.	12.56P	3	CBS	N		96	96	B	7.0	26	510	1686	329	122	373	233	280	160	43	70	299	166	214	153	27	58	283	127	731	384
IN THE NEWS- 1.26PM							17	169	170	A	6.3	24	459	1786	334	124^	402	189^	246^	205^	46v	86^	220^	129^	202^	134^	18v	18v	218^	72^	946	542
		SAT.	1.26P	3	CBS	N		88	89	B	5.3	19	386	1779	352	105	391	226	272	206	35	76	306	162	235	179	25	43	266	125	816	425
IN THE NEWS- 1.56PM							18	158	162	A	4.9	18	357	1541	372	145^	465	212^	251^	213^	114^	143^	143^	51v	62v	62v	50v	81v	266^	135^	667	457
		SAT.	1.56P	3	CBS	N		85	88	B	4.4	15	321	1705	394	118	455	235	288	194	65	128	326	152	249	192	38	65	285	171	639	358
IN THE NEWS- 9.26AM							21	69	68	A	2.2	15	160	1263	88v	69v	131v	88v	131v	88v	LT	LT	344^	225^	225^	344^	LT	LT	213^	LT	575^	413^
		SUN.	9.26A	3	CBS	N		60	60	B	1.7	12	124	1492	188	70	227	116	147	116	LT	56	171	101	118	133	LT	LT	163	47	931	625
IN THE NEWS- 9.56AM							21	67	66	A	2.2	13	160	1725	82v	69v	225^	144v	225^	81v	LT	LT	426^	269^	319^	231^	38v	38v	212^	LT	862	495^
		SUN.	9.56A	3	CBS	N		57	57	B	1.9	12	139	1622	273	112	315	190	266	210	LT	LT	259	126	202	173	LT	36	132	LT	916	567
INT'L AMATEUR BOXING							3	177		A	11.3	31	824	1854	471	248^	566	243^	343	307	80^	151^	888	399	621	538	113^	192^	211^	56v	189^	135^
	1	SUN.	3.15P	82	ABC	SE		93		B	11.6	30	846	1847	477	191	553	252	361	298	63	146	848	394	575	466	99	208	232	50	214	140
3.30 - 4.00										A	10.9	31	795	1803	443	242^	535	250^	330	279^	71v	139^	854	375	591	524	105^	184^	205^	62v	209^	164^
4.00 - 4.30										A	12.0	33	875	1861	478	250^	580	240^	342	294	86^	173^	903	415	635	532	121^	207^	226^	51v	152^	94^
ISSUES AND ANSWERS							22	169	141	A	2.8	12	204	1549	589	123v	682	143v	177^	118v	176^	491^	505^	181^	220^	200^	138v	251^	132v	73v	230^	108v
		SUN.	12.00N	30	ABC	CC		97	91	B	2.9	12	211	1645	559	175	640	184	250	212	105	347	630	255	365	360	71	204	152	71	223	128

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1978 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
JABBERJAW	20	88	87	A	3.1	16	226	1752	300^	111v	389^	229^	243^	124v	LT	123v	240^	133v	212^	140^	28v	28v	349^	274^	774	550
SUN. 10.30A 30 ABC CA		61	61	B	2.7	13	197	1581	308	101	344	201	252	143	30	76	221	136	182	136	LT	30	232	106	784	510
KROFFT SUPERSHOW '78 I	21	187	185	A	7.0	26	510	2004	209^	104^	226^	138^	166^	106^	24v	46v	168^	114^	132^	82^	LT	36v	418	231^	1192	829
SAT. 11.00A 30 ABC CL		95	96	B	8.0	30	583	1823	268	86	293	176	218	141	18	58	195	112	144	108	27	43	285	145	1050	707
KROFFT SUPERSHOW '78 II	22	186	184	A	7.2	28	525	1956	233	92^	253	178^	204^	135^	LT	18v	217^	139^	178^	127^	17v	33v	440	268	1046	678
SAT. 11.30A 30 ABC CL		95	96	B	8.0	30	583	1912	304	81	329	187	241	157	19	69	237	138	172	123	36	55	308	167	1038	680
LAND OF THE LOST	3	188	189	A	6.2	25	452	1909	435	170^	435	241^	284	239^	LT	122^	390	287	314	176^	13v	76^	153^	31v	931	582
SAT. 12.00N 30 NBC CL		94	94	B	6.1	24	445	1813	409	178	408	258	298	200	LT	81	359	254	285	163	23	65	167	51	879	529
MEET THE PRESS	20	181	192	A	4.0	17	292	1894	578	301^	793	237^	362^	300^	149^	361^	894	322^	398^	331^	156^	402^	94v	LT	113^	90v
SUN. 12.30P 30 NBC CC		96	98	B	3.3	14	241	1567	596	196	658	155	236	224	148	356	713	187	301	323	130	326	93	32	103	65
NBA BASKETBALL GAME	6	189	189	A	5.9	17	430	1700	440	186^	480	143^	257^	221^	102^	199^	904	389	600	521	125^	258^	223^	131^	93^	74^
1 SUN. 1.45P 142 CBS SE		97	99	B	7.2	20	525	1621	405	155	431	170	266	211	73	147	835	371	565	493	97	206	236	80	119	55
2 SUN. 1.45P 135																										
2.00 - 2.30				A	6.0	18	437	1641	523	185^	523	124^	267^	245^	95^	233^	776	344	485	334	128^	268^	282	170^	60v	60v
2.30 - 3.00				A	5.7	16	416	1668	406	168^	492	168^	299	225^	92^	170^	886	379	594	460	145^	267^	212^	144^	78^	63v
3.00 - 3.30				A	5.9	16	430	1651	363	195^	421	131^	231^	218^	94^	170^	961	398	678	656	111^	233^	179^	106^	90^	56v
3.30 - 4.00				A	6.0	16	437	1739	414	188^	444	151^	233^	186^	116^	188^	1000	433	668	665	139^	271^	205^	110^	90^	60v
NBA BASKETBALL GAME 2	2	183	181	A	6.2	16	452	1613	346	116^	361	114^	176^	173^	77^	153^	956	405	582	557	143^	267	196^	57v	100^	67v
1 SUN. 4.07P 128 CBS SE		97	94	B	6.2	16	452	1613	346	116	361	114	176	173	77	153	956	405	582	557	143	267	196	57	100	67
2 SUN. 4.00P 124																										
4.00 - 4.30				A	5.2	15	379	1744	353	119^	392	124^	181^	185^	87^	174^	1008	422	608	624	133^	241^	207^	53v	137^	24v
4.30 - 5.00				A	5.7	15	416	1599	327	96^	327	117^	164^	168^	86^	133^	926	385	568	539	132^	259^	230^	24v	116^	60v
5.00 - 5.30				A	6.0	15	437	1563	272^	110^	275	75^	110^	120^	64v	131^	1011	414	613	552	173^	315	199^	66v	78^	78^
5.30 - 6.00				A	7.0	16	510	1439	306	111^	311	97^	153^	157^	57v	122^	850	382	519	493	139^	237	195^	88^	83^	83^
NCAA BASKETBALL GAME-SAT.	7	184	192	A	5.7	16	416	1642	465	141^	504	171^	248^	235^	90^	228^	876	363	502	431	146^	311	129^	LT	133^	75^
1 SAT. 2.30P 120 NBC SE		96	97	B	6.4	16	467	1671	459	144	490	140	256	234	91	203	829	311	454	409	141	303	174	29	178	106
2 SAT. 4.00P 120																										
2.30 - 3.00				A	3.8	13	277	1513	488^	130v	488^	176v	332^	285^	65v	156v	715^	318^	461^	422^	99v	192v	133v	LT	177v	127v
3.00 - 3.30				A	4.6	15	335	1460	424^	87v	424^	107v	230^	230^	92v	194^	702	233^	344^	374^	178v	289^	104v	LT	230^	153v
3.30 - 4.00				A	4.6	14	335	1454	361^	LT	361^	143v	217^	217^	54v	144v	716	238^	328^	397^	170v	274^	114v	LT	263^	120v
4.00 - 4.30				A	5.8	16	423	1577	547	145^	561	222^	282^	293	99^	235^	800	327	429	393	146^	303	86^	LT	130^	66v
4.30 - 5.00				A	6.8	18	496	1685	442^	170^	484	172^	201^	175^	115v	246^	1014	462^	595	462^	148^	380^	140^	LT	47v	47v
5.00 - 5.30				A	7.1	17	518	1776	455	160^	540	159^	219^	201^	89v	291^	1000	428^	609	462	144^	348^	155^	LT	81v	40v
5.30 - 6.00				A	7.3	17	532	1722	436^	184^	503	138^	223^	212^	70v	232^	980	408^	608	451	138^	324^	143^	LT	96v	43v
NCAA BASKETBALL GAME-SUN.	7	187	181	A	6.3	18	459	1882	415	109^	559	271	369	249^	75^	137^	931	405	546	501	175^	293	153^	38v	239^	120^
1 SUN. 1.00P 138 NBC SE		97	93	B	6.8	18	496	1740	467	168	541	203	290	242	109	207	883	395	532	458	144	269	149	39	167	97
2 SUN. 4.00P 125																										
1.00 - 1.30				A	4.8	18	350	2160	408^	137v	739	437^	547^	324^	80v	127v	972	521^	603^	622^	192^	255^	106v	LT	343^	254^
1.30 - 2.00				A	6.9	23	503	2056	368^	70v	716	447^	568	263^	84v	105v	958	481	549	623	128^	245^	136^	LT	246^	174^
2.00 - 2.30				A	6.9	22	503	1604	306^	18v	503	246^	323^	188^	88v	119v	890	300^	436^	500	182^	308^	115v	LT	96v	48v
2.30 - 3.00				A	7.4	22	539	1506	304^	41v	422^	162^	231^	166^	105v	138^	909	284^	451	515	209^	342^	78v	LT	97v	46v
4.00 - 4.30				A	5.4	15	394	2208	534^	183^	579^	340^	442^	378^	LT	88v	984	503^	666	526^	148v	293^	272^	95v	373^	99v
4.30 - 5.00				A	5.6	15	408	1973	440^	125v	496^	283^	365^	249^	43v	105v	993	504^	669	496^	189^	274^	238^	83v	246^	74v
5.00 - 5.30				A	5.6	14	408	1912	473^	155^	524^	208^	292^	216^	90v	182^	925	426^	591	424^	165^	283^	186^	62v	277^	135v
5.30 - 6.00				A	7.0	16	510	1792	433^	165^	489	188^	279^	196^	70v	154^	880	376^	523	389^	151^	296^	144^	51v	279^	141^
PRO BOWLERS TOUR CONT'D	7	190	188	A	8.7	25	634	1688	641	179^	660	150^	275	298	137^	291	710	228	396	324	145^	261	178^	70^	140^	123^

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
PRO BOWLERS TOUR-CONT'D																										
1 SAT. 3.30P 90 ABC SE		97	97	B	8.8	25	642	1717	586	184	627	168	308	301	111	247	728	230	381	339	133	287	182	57	180	123
2 SAT. 3.00P 90																										
3.00 - 3.30				A	7.2	22	525	1547	668	174^	668	133^	250^	286^	105v	362^	684	166^	339^	280^	172^	345^	115v	10v	80v	63v
3.30 - 4.00				A	8.1	24	590	1658	692	194^	703	168^	297	334	136^	298	652	196^	340	297	149^	262	151^	65^	152^	145^
4.00 - 4.30				A	9.6	27	700	1676	620	154^	633	140^	274	304	124^	266	737	243	434	334	136^	256	177	73^	129^	112^
4.30 - 5.00				A	9.9	27	722	1799	557	193^	625	161^	259^	241^	175^	258^	741	282^	433	361	137^	209^	250^	108^	183^	151^
SCHOOLHOUSE ROCK- 8.55AM	22	182	187	A	6.1	31	445	1571	144^	16v	178^	110^	138^	63v	LT	24v	154^	66v	86^	108^	46v	46v	217^	126^	1022	633
SAT. 8.55A 4 ABC CA		97	98	B	5.8	32	423	1693	201	77	223	130	167	130	17	42	139	75	105	83	24	27	209	87	1122	680
SCHOOLHOUSE ROCK- 9.55AM	2	186	187	A	7.5	28	547	1687	129^	30v	129^	70^	94^	61^	12v	28v	110^	66^	66^	49v	22v	34v	249	114^	1199	794
SAT. 9.55A 4 ABC CA		98	98	B	7.5	28	547	1687	129	30	129	70	94	61	12	28	110	66	66	49	22	34	249	114	1199	794
SCHOOLHOUSE ROCK-10.55AM	21	189	189	A	7.8	29	569	1868	146^	85^	179^	95^	144^	134^	LT	19v	131^	62^	97^	75^	17v	34v	451	182^	1107	771
SAT. 10.55A 4 ABC CA		99	99	B	8.8	34	642	1757	239	85	269	163	207	128	14	48	174	97	134	106	19	33	283	120	1031	674
SCHOOLHOUSE ROCK-11.55AM	22	186	184	A	6.1	24	445	1906	257^	103^	279	198^	225^	151^	LT	25v	229^	141^	179^	140^	LT	36v	440	269	958	608
SAT. 11.55A 4 ABC CA		95	96	B	7.1	26	518	1915	328	79	354	193	252	161	21	84	242	140	173	120	37	62	328	181	991	637
SCHOOLHOUSE ROCK-10.55AM	20	88	87	A	3.3	16	241	1851	274^	112v	340^	159^	183^	100v	LT	124v	258^	137^	235^	164^	23v	23v	382^	323^	871	627
SUN. 10.55A 4 ABC CA		61	61	B	2.9	14	211	1612	308	112	342	206	258	136	24	66	197	121	168	121	LT	24	237	107	836	548
SCHOOLHOUSE ROCK-11.55AM	20	123	125	A	3.3	16	241	1427	344^	166^	344^	128^	154^	133^	26v	133^	291^	200^	237^	154^	33v	33v	149^	112v	643	341^
SUN. 11.55A 4 ABC CA		81	78	B	3.2	14	233	1576	408	147	428	188	281	197	34	127	374	235	286	219	25	63	171	71	603	406
SCOOBY'S-LAFF-LYMPICS I	22	189	189	A	7.1	30	518	1598	144^	46v	165^	120^	147^	78^	10v	10v	93^	61^	61^	64^	15v	15v	208^	98^	1132	723
SAT. 9.00A 30 ABC CA		99	99	B	7.1	34	518	1779	204	77	228	144	183	132	18	34	128	75	95	77	20	28	208	84	1215	763
SCOOBY'S-LAFF-LYMPICS II	22	189	189	A	8.0	30	583	1630	138^	34v	140^	78^	108^	67^	12v	26v	109^	65^	65^	52^	20v	31v	229	108^	1152	740
SAT. 9.30A 30 ABC CA		99	99	B	9.4	39	685	1762	193	66	216	141	181	120	11	28	137	84	109	85	10	19	236	89	1173	764
SCOOBY'S-LAFF-LYMPICS III	22	189	189	A	7.5	28	547	1810	127^	64^	138^	69^	107^	93^	LT	16v	148^	70^	94^	82^	28v	41v	337	145^	1187	787
SAT. 10.00A 30 ABC CA		99	99	B	9.6	38	700	1789	214	81	238	149	188	120	12	35	147	91	115	79	18	27	258	111	1146	742
SCOOBY'S-LAFF-LYMPICS IV	22	189	189	A	8.8	33	642	1821	131^	82^	162^	79^	126^	119^	LT	23v	135^	69^	100^	78^	20v	35v	394	166^	1130	772
SAT. 10.30A 30 ABC CA		99	99	B	9.7	38	707	1746	220	82	246	154	197	122	12	38	166	95	128	98	21	33	278	121	1056	693
SECRETS OF ISIS	4	192	195	A	7.7	30	561	1836	413	182^	481	279	366	178^	50v	77^	238	134^	161^	121^	21v	46v	359	127^	758	370
SAT. 11.30A 30 CBS CL		97	97	B	8.2	30	598	1738	357	136	409	244	324	163	32	63	303	164	221	162	19	56	349	113	677	366
SPACE ACADEMY	4	195	195	A	7.6	29	554	1623	362	117^	383	225	282	158^	58^	91^	229	94^	177^	133^	29v	52v	265	108^	746	381
SAT. 12.30P 30 CBS CL		96	96	B	7.4	28	539	1698	344	125	376	213	287	190	36	65	311	146	229	193	29	67	280	97	731	404
SPACE SENTINELS	3	194	194	A	5.8	23	423	1662	145^	45v	185^	140^	155^	118^	LT	22v	386	251^	352	247^	34v	34v	216^	70v	875	485
SAT. 11.30A 30 NBC CA		95	95	B	6.2	23	452	1635	142	33	168	124	149	99	LT	13	301	190	278	180	20	20	282	92	884	513
SPEED BUGGY	4	196	198	A	4.8	24	350	1611	228^	40v	256^	156^	167^	86v	48v	71v	148^	56v	56v	60v	LT	66v	170^	38v	1037	567
SAT. 8.30A 30 CBS CA		99	99	B	4.1	22	299	1896	274	60	307	159	180	88	56	113	290	133	167	127	26	79	260	133	1039	587
SPORTSWORLD	5	158	162	A	4.4	13	321	1639	454	108^	485	133^	280^	215^	89v	169^	673	209^	349^	321^	184^	290^	147^	63v	334^	134^
1 SUN. 3.18P 54 NBC SE		82	82	B	5.5	15	401	1860	570	203	602	195	349	305	104	210	801	262	450	394	162	312	219	92	238	152
2 SUN. 2.30P 90																										
2.30 - 3.00				A	3.2	10	233	1567	536^	129v	536^	210v	334^	193v	56v	163v	686^	249v	338^	271^	151v	309^	220v	65v	125v	68v
3.00 - 3.30				A	4.4	13	321	2100	531^	93v	531^	181v	370^	278^	37v	123v	832	443^	534^	494^	170v	298^	200^	78v	537^	184v
3.30 - 4.00				A	4.7	13	343	1595	436	96^	477	125^	268^	211^	92^	170^	588	127^	282^	248^	196^	280^	133^	67v	397	137^

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																															
SUPERSTARS	1 SUN.	2.00P	75	ABC	SE	7	190	189	A	9.5	29	693	1973	588	278	665	306	446	430	85^	150^	707	314	472	468	96^	158^	227	75^	374	280
	2 SUN.	1.30P	90				99	99	B	10.3	30	751	1919	556	239	616	282	424	374	69	140	724	342	519	456	81	150	261	98	318	216
		1.30 - 2.00							A	6.6	22	481	2033	610	252^	704	273^	445^	425^	73v	167^	664	296^	396^	435^	102v	152^	224^	45v	441^	315^
		2.00 - 2.30							A	9.2	29	671	1917	547	264	623	320	454	430	67^	117^	677	307	464	450	87^	146^	234	91^	383	316
		2.30 - 3.00							A	10.9	32	795	2001	615	296	694	320	450	434	96^	168	720	324	486	478	96^	162	227	81^	360	252
THINK PINK PANTHER						3	207	207	A	5.4	20	394	1799	242^	125^	249^	153^	206^	159^	LT	27v	399	254^	304	185^	61v	95^	302^	108^	849	485
	SAT.	10.30A	30	NBC	CA		99	99	B	6.0	23	437	1652	174	81	197	127	170	108	LT	15	292	152	206	141	59	79	230	65	933	571
THREE ROBONIC STOOGES						4	198	200	A	3.2	22	233	1446	146^	60v	206^	112v	112v	LT	81v	81v	168^	39v	57v	52v	21v	77v	218^	LT	854	553
	SAT.	8.00A	30	CBS	CA		99	99	B	2.8	21	204	1846	264	82	297	96	125	81	91	139	273	57	125	114	LT	115	350	143	926	566
THUNDER						3	168	171	A	4.8	19	350	1857	479	197^	490	191^	314^	248^	47v	149^	392	217^	271^	148^	LT	121^	164^	49v	811	464
	SAT.	12.30P	30	NBC	CL		83	88	B	5.0	19	365	1843	464	232	501	232	335	262	31	97	376	208	266	150	27	110	172	76	794	440
WACKO						12	67	66	A	2.2	13	160	1719	94v	81v	224^	169v	224^	93v	LT	LT	349^	218^	261^	187v	31v	31v	189v	LT	957	575^
	SUN.	9.30A	30	CBS	CL		57	57	B	1.7	11	124	1760	287	155	342	256	294	201	LT	LT	241	132	203	132	LT	LT	130	LT	1047	652
WHAT'S NEW, MISTER MAGOO						9	169	170	A	6.6	25	481	1709	331	91^	376	183^	246^	210^	48v	67^	217^	126^	193^	135^	24v	24v	197^	62v	919	514
	SAT.	1.00P	30	CBS	CA		88	89	B	6.4	23	467	1730	317	79	344	197	253	183	38	62	278	150	206	174	18	40	264	113	844	430
WORLD SERIES-AUTO RACING						3	168		A	5.8	20	423	1291	582	203^	648	307^	395^	351^	98v	135v	433^	198^	307^	258^	55v	55v	109v	21v	101v	101v
	1 SAT.	2.30P	60	ABC	SE		92		B	6.6	21	481	1610	489	205	507	184	288	301	71	140	750	283	455	431	129	211	178	52	175	103
		2.30 - 3.00							A	5.2	18	379	1132	445^	219^	519^	285^	374^	316^	31v	31v	369^	198^	301^	248^	LT	LT	138v	29v	106v	106v
		3.00 - 3.30							A	6.3	21	459	1427	699	188^	758	329^	416^	386^	151^	220^	487^	202^	317^	269^	98v	98v	84v	15v	98v	98v

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. FEB. 6, 1978

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,020 20.6				21,430 29.4							
						← Six Million Dollar Man →(OP)				← ABC Monday Night Movie → "THE INITIATION OF SARAH" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12,390 17.0 24 16.2	16.4* 23 * 16.7	17.4	17.6* 24 * 17.8	16,400 22.5 32 20.6	20.9* 29 * 21.2	22.0	22.0* 31 * 22.1	23.3	23.5* 34 * 23.7	23.7	23.7* 36 * 23.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)					17,200 23.6		16,690 22.9		21,140 29.0		16,910 23.2		15,890 21.8			
						Good Times		Baby, I'm Back (OP)		M*A*S*H		One Day at a Time		← Lou Grant →			
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15,310 21.0 30 20.8	21.1	15,750 21.6 30 21.0	22.2	19,320 26.5 36 26.7	26.3	16,110 22.1 31 22.5	21.8	12,830 17.6 26 17.8	17.4* 25 * 17.1	17.4	17.7* 27 * 18.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)					23,980 32.9				24,570 33.7							
						← Little House On The Prairie →(OP)				← NBC Monday Night Movies → "MIDWAY" Pt. II (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20,700 28.4 40 26.7	27.4* 39 * 28.2	29.2	29.3* 41 * 29.4	18,370 25.2 36 24.5	24.2* 33 * 23.9	25.5	25.7* 36 * 25.8	27.0	27.1* 39 * 27.1	27.1	24.0* 36 * 21.0

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,330 22.4				21,870 30.0				23,110 31.7			
						← Six Million Dollar Man →(OP)				Honeymooners (9:00-10:00PM)				Love Boat Special (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14,000 19.2 28 17.6	18.2* 27 * 18.9	19.8	20.2* 28 * 20.6	17,790 24.4 35 23.5	23.6* 33 * 23.6	25.6	25.3* 37 * 25.0	20,190 27.7 44 27.8	28.2* 44 * 28.6	27.6	27.1* 44 * 26.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)					15,310 21.0		15,530 21.3		22,160 30.4		19,680 27.0		15,160 20.8			
						Good Times		Baby, I'm Back (OP)		M*A*S*H		One Day at a Time		← Lou Grant →			
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13,490 18.5 27 18.1	18.9	14,870 20.4 29 19.6	21.2	20,480 28.1 40 28.0	28.3	18,150 24.9 36 24.8	25.0	13,190 18.1 29 18.7	18.4* 28 * 18.0	18.1	17.8* 29 * 17.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					25,880 35.5				15,530 21.3							
						← Bob Hope Special (8:00-9:00PM) →(OP)				← NBC Monday Night Movies → "KING" Pt. II (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21,000 28.8 41 27.8	28.3* 41 * 28.7	30.0	29.2* 41 * 28.5	11,230 15.4 23 15.4	14.9* 21 * 14.4	15.3	15.5* 22 * 15.7	15.6	15.5* 24 * 15.5	15.7	15.6* 25 * 15.4
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	66.2	68.6	69.2	69.7	69.6	71.3	71.8	72.9	73.0	72.6	71.2	70.9	69.9	68.6	67.8	63.9
	WK 2	62.8	64.7	64.4	65.4	67.4	69.1	70.5	71.6	70.7	70.3	69.8	68.8	65.0	64.4	62.9	60.9

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. MON. FEB. 13, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 7, 1978

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)	28,500 39.1		26,900 36.9		23,400 32.1		18,080 24.8		17,130 23.5			
Program	Happy Days		Laverne and Shirley		Three's Company		Soap		(OP) ← Family →			
AVERAGE AUDIENCE (Households (000) & %)	26,320 36.1		25,520 35.0		22,020 30.2		16,480 22.6		15,310 21.0	21.2*		20.9*
SHARE OF AUDIENCE %	52		50		43		33		34	33 *		34 *
AVG. AUD. BY ¼ HR. %	34.3	37.9	35.0	35.1	30.4	30.0	23.2	22.1	21.0	21.3	21.2	20.5
CBS TV — TOTAL AUDIENCE (Households (000) & %)	11,740 16.1		11,590 15.9		23,690 32.5							
Program	Celebrity Challenge of the Sexes		Shields and Yarnell		(OP) ← CBS Tuesday Night Movies → "HUSTLE" (9:00-11:21PM)(1)							
AVERAGE AUDIENCE (Households (000) & %)	9,840 13.5		10,420 14.3		15,020 20.6	19.7*		21.2*		21.3*		20.2*
SHARE OF AUDIENCE %	19		20		32	28 *		31 *		33 *		33 *
AVG. AUD. BY ¼ HR. %	13.9	13.1	14.4	14.1	19.3	20.0	21.1	21.3	21.5	21.1	20.2	20.2
NBC TV — TOTAL AUDIENCE (Households (000) & %)	15,380 21.1				20,780 28.5							
Program	← Just for Laughs (8:00-9:00PM) → (OP)				(OP) ← Dean Martin Celebrity Roast (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000) & %)	11,370 15.6	15.3*		15.9*	14,360 19.7	18.0*		20.7*		20.3*		19.8*
SHARE OF AUDIENCE %	22	22 *		23 *	30	26 *		31 *		32 *		33 *
AVG. AUD. BY ¼ HR. %	15.6	15.0	16.0	15.8	17.5	18.4	20.7	20.6	20.8	19.8	19.9	19.8

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000) & %)	25,730 35.3		25,810 35.4		27,990 38.4		21,000 28.8		21,140 29.0			
Program	Happy Days		Laverne and Shirley		Three's Company		Soap		(OP) ← Family →			
AVERAGE AUDIENCE (Households (000) & %)	22,670 31.1		23,980 32.9		26,390 36.2		19,390 26.6		17,930 24.6	25.3*		24.0*
SHARE OF AUDIENCE %	46		48		53		42		42	42 *		42 *
AVG. AUD. BY ¼ HR. %	30.4	31.8	32.2	33.6	36.0	36.3	27.0	26.1	25.4	25.1	24.6	23.3
CBS TV — TOTAL AUDIENCE (Households (000) & %)	11,810 16.2		9,260 12.7		20,410 28.0							
Program	Celebrity Challenge of the Sexes		Shields and Yarnell		(OP) ← CBS Tuesday Night Movies → "TWILIGHT'S LAST GLEAMING" (9:00-12:00MD)(1)							
AVERAGE AUDIENCE (Households (000) & %)	9,840 13.5		8,310 11.4		10,720 14.7	12.8*		14.6*		15.5*		15.6*
SHARE OF AUDIENCE %	20		17		27	19 *		23 *		26 *		27 *
AVG. AUD. BY ¼ HR. %	13.5	13.4	11.4	11.3	13.0	12.6	14.9	14.4	15.3	15.8	15.5	15.7
NBC TV — TOTAL AUDIENCE (Households (000) & %)	16,550 22.7				15,530 21.3							
Program	← I Love You (8:00-9:00PM) → (OP)				(OP) ← Big Event → "KING" Pt. III (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	12,030 16.5	16.1*		17.0*	11,010 15.1	14.3*		15.6*		15.4*		15.1*
SHARE OF AUDIENCE %	24	24 *		25 *	24	21 *		24 *		25 *		27 *
AVG. AUD. BY ¼ HR. %	16.3	15.9	17.1	16.9	13.7	14.8	15.8	15.5	15.5	15.3	15.6	14.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	64.0	65.7	66.5	67.8	68.7	70.3	69.8	69.8	70.1	69.8	68.1	67.6	64.4	62.9	61.3	60.5
WK 2	59.0	60.6	62.2	64.2	67.0	67.6	67.5	68.6	68.4	68.6	65.0	62.9	60.7	60.2	58.4	55.3

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. FEB. 8, 1978 (WEEK 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					20,920 28.7				22,670 31.1				18,660 25.6			
Program					Eight Is Enough				Charlie's Angels			(OP)	Starsky & Hutch			
AVERAGE AUDIENCE (Households (000) & %)					17,570 24.1	23.0*		25.2*	19,680 27.0	26.6*		27.3*	15,890 21.8	22.0*		21.6*
SHARE OF AUDIENCE %					36	35 *		37 *	40	39 *		40 *	36	35 *		36 *
AVG. AUD. BY ¼ HR. %					22.5	23.6	24.8	25.5	26.3	27.0	27.7	26.8	21.9	22.1	21.9	21.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					22,960 31.5											
Program					(OP)				CBS Wednesday Night Movie "RUBY AND OSWALD" (8:00-10:47PM)							(1)
AVERAGE AUDIENCE (Households (000) & %)					15,670 21.5	19.7*		20.5*		21.9*		21.9*		22.7*		
SHARE OF AUDIENCE %					33	30 *		30 *		32 *		32 *		36 *		
AVG. AUD. BY ¼ HR. %					19.5	19.9	20.3	20.7	21.9	21.9	21.7	22.2	22.8	22.5	22.9	22.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,260 22.3				15,450 21.2				12,760 17.5			
Program					Life and Times of Grizzly Adams (OP)				Laugh-In (9:00-10:00PM)				Police Woman			
AVERAGE AUDIENCE (Households (000) & %)					13,270 18.2	17.8*		18.5*	11,880 16.3	17.0*		15.7*	10,210 14.0	13.6*		14.4*
SHARE OF AUDIENCE %					27	27 *		27 *	24	25 *		23 *	23	22 *		24 *
AVG. AUD. BY ¼ HR. %					17.6	18.1	18.7	18.4	17.1	16.9	16.0	15.3	13.6	13.6	13.9	14.9

EVE. WED. FEB. 15, 1978 (WEEK 2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					21,210 29.1				22,230 30.5				16,330 22.4			
Program					Eight Is Enough				Charlie's Angels			(OP)	Starsky & Hutch			
AVERAGE AUDIENCE (Households (000) & %)					17,350 23.8	22.2*		25.5*	18,300 25.1	24.8*		25.5*	13,050 17.9	18.7*		17.1*
SHARE OF AUDIENCE %					35	33 *		37 *	36	36 *		37 *	27	28 *		26 *
AVG. AUD. BY ¼ HR. %					21.4	23.0	25.3	25.6	24.4	25.2	25.8	25.2	19.2	18.1	17.5	16.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					41,550 57.0											
Program					(OP)				CBS Sports Special Broadcast (8:00-11:32PM)(2)							
AVERAGE AUDIENCE (Households (000) & %)					25,080 34.4	23.2*		25.4*		29.4*		32.5*		41.7*		44.0*
SHARE OF AUDIENCE %					51	36 *		38 *		43 *		46 *		59 *		63 *
AVG. AUD. BY ¼ HR. %					22.6	23.8	25.0	25.7	29.0	29.7	31.3	33.8	40.6	42.7	43.4	44.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,400 22.5								10,060 13.8			
Program					NBC Movie of the Week "MOUNTAIN MAN" (8:00-10:00PM) (OP)								Police Woman			
AVERAGE AUDIENCE (Households (000) & %)					10,640 14.6	13.9*		14.8*		15.0*		14.8*	8,460 11.6	11.6*		11.6*
SHARE OF AUDIENCE %					21	21 *		22 *		22 *		21 *	17	17 *		18 *
AVG. AUD. BY ¼ HR. %					13.6	14.2	14.7	14.9	15.1	14.9	15.1	14.5	11.6	11.6	11.8	11.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	62.2	63.4	64.3	65.6	66.0	66.6	68.0	68.1	68.6	68.4	68.4	67.6	62.9	61.9	61.4	58.1
WK 2	60.4	61.6	63.5	65.5	67.7	68.0	68.4	69.2	69.3	69.5	69.5	70.0	67.5	67.0	66.3	64.8

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) MOVIE FILL, CBS, (10:47-11:00PM)(SUS.).

(2) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. WED. FEB. 15, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. FEB. 9, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,550 22.7		16,180 22.2		19,100 26.2		16,990 23.3		13,120 18.0			
Program					Welcome Back, Kotter		Fish		Barney Miller		Carter Country (OP)		← Baretta →			
AVERAGE AUDIENCE (Households (000) & %)					15,020 20.6		15,450 21.2		17,570 24.1		15,750 21.6		11,010 15.1	15.8*		14.5*
SHARE OF AUDIENCE %					32		32		36		33		26	26 *		26 *
AVG. AUD. BY ¼ HR. %					19.9	21.4	20.6	21.7	23.8	24.4	21.9	21.4	16.1	15.5	15.2	13.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					18,150 24.9				19,390 26.6				19,100 26.2			
Program					← The Waltons → (OP)				← Hawaii Five-0 →				← Barnaby Jones →			
AVERAGE AUDIENCE (Households (000) & %)					16,040 22.0	21.8*		22.2*	16,260 22.3	21.4*		23.3*	16,990 23.3	23.4*		23.3*
SHARE OF AUDIENCE %					33	33 *		33 *	34	32 *		36 *	40	39 *		41 *
AVG. AUD. BY ¼ HR. %					21.4	22.2	22.7	21.8	21.0	21.8	23.3	23.2	23.0	23.7	23.6	23.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,970 21.9				13,710 18.8				13,270 18.2			
Program					← Chips → (OP)				← James at 15 →				← What Really Happened to the Class of '65 →			
AVERAGE AUDIENCE (Households (000) & %)					12,980 17.8	17.0*		18.6*	11,450 15.7	15.4*		16.1*	10,860 14.9	15.2*		14.6*
SHARE OF AUDIENCE %					27	26 *		28 *	24	23 *		25 *	26	25 *		26 *
AVG. AUD. BY ¼ HR. %					16.5	17.5	18.8	18.5	15.2	15.6	15.9	16.3	15.4	15.0	14.7	14.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,240 20.9		20,480 28.1						13,340 18.3			
Program					Welcome Back, Kotter		← John Denver in Australia (8:30-10:00PM) → (OP)						← Baretta →			
AVERAGE AUDIENCE (Households (000) & %)					13,710 18.8		14,430 19.8	18.1*		21.1*		20.2*	10,790 14.8	15.2*		14.3*
SHARE OF AUDIENCE %					28		30	27 *		31 *		31 *	26	26 *		26 *
AVG. AUD. BY ¼ HR. %					18.5	19.1	17.5	18.7	21.1	21.1	20.6	19.7	15.3	15.2	14.4	14.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					23,550 32.3								17,130 23.5			
Program					← (OP) The Waltons →								← Hawaii Five-0 →			
AVERAGE AUDIENCE (Households (000) & %)					17,570 24.1	22.1*		23.1*		25.6*		25.6*	14,430 19.8	20.0*		19.7*
SHARE OF AUDIENCE %					36	33 *		34 *		38 *		39 *	35	34 *		36 *
AVG. AUD. BY ¼ HR. %					21.8	22.5	22.8	23.4	25.2	26.0	26.2	25.1	20.2	19.8	20.2	19.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,160 20.8				10,940 15.0				12,830 17.6			
Program					← Chips → (OP)				← James at 16 →				← What Really Happened to the Class of '65 →			
AVERAGE AUDIENCE (Households (000) & %)					11,520 15.8	15.1*		16.6*	8,890 12.2	11.9*		12.6*	10,570 14.5	14.7*		14.3*
SHARE OF AUDIENCE %					24	23 *		25 *	18	18 *		19 *	25	25 *		26 *
AVG. AUD. BY ¼ HR. %					14.8	15.3	17.1	16.0	11.7	12.0	12.3	12.8	14.6	14.8	14.4	14.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	59.5	60.6	61.2	63.3	64.6	65.9	66.1	66.6	66.1	67.3	65.3	65.0	60.4	59.8	57.7	54.9
WK 2	57.9	59.9	61.3	63.8	65.7	66.7	66.9	68.0	67.0	67.0	66.6	65.2	59.3	57.6	56.1	54.5

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. THU. FEB. 16, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 10, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					19,250 26.4				19,680 27.0							
Program					Donny and Marie			(OP)	ABC Friday Night Movie "FREEBIE AND THE BEAN" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					14,220 19.5	18.9*		20.1*	12,680 17.4	18.7*		17.5*		17.2*		16.2*
SHARE OF AUDIENCE %					32	31 *		32 *	29	30 *		29 *		29 *		28 *
AVG. AUD. BY ¼ HR. %					18.8	19.0	20.2	19.9	19.1	18.3	17.7	17.3	17.4	17.0	16.7	15.6
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					17,350 23.8				17,280 23.7							
Program					Wonder Woman			(OP)	CBS Friday Night Movie "THE PRESIDENT'S MISTRESS" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					13,050 17.9	17.1*		18.7*	12,540 17.2	17.6*		17.0*		17.1*		16.8*
SHARE OF AUDIENCE %					29	28 *		30 *	28	28 *		28 *		29 *		29 *
AVG. AUD. BY ¼ HR. %					17.0	17.3	18.5	18.9	17.9	17.4	16.9	17.1	17.1	17.2	17.1	16.6
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					16,480 22.6		13,850 19.0		18,230 25.0				18,300 25.1			
Program					A Special Valentine with the Family Circus (8:00-8:30PM)		C.P.O. Sharkey	(OP)	Rockford Files				Quincy, M.E.			
AVERAGE AUDIENCE (Households (000) & %)					14,220 19.5		12,540 17.2		14,870 20.4	19.7*		21.1*	16,260 22.3	21.8*		22.7*
SHARE OF AUDIENCE %					32		28		33	32 *		35 *	38	36 *		39 *
AVG. AUD. BY ¼ HR. %					19.1	19.8	17.0	17.5	19.3	20.1	20.7	21.4	21.6	21.9	22.6	22.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					19,460 26.7				23,260 31.9							
Program					Donny and Marie			(OP)	ABC Friday Night Movie "THREE ON A DATE" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					15,670 21.5	21.0*		21.9*	17,060 23.4	24.2*		22.8*		23.4*		23.2*
SHARE OF AUDIENCE %					35	35 *		35 *	39	40 *		37 *		39 *		40 *
AVG. AUD. BY ¼ HR. %					20.6	21.4	21.7	22.2	24.6	23.7	23.0	22.6	23.1	23.6	23.8	22.7
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					13,340 18.3				12,980 17.8							
Program					Wonder Woman			(OP)	CBS Friday Night Movie "BIG MO" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					10,940 15.0	14.3*		15.6*	9,040 12.4	12.3*		12.3*		12.4*		12.6*
SHARE OF AUDIENCE %					25	24 *		25 *	21	20 *		20 *		21 *		22 *
AVG. AUD. BY ¼ HR. %					14.2	14.4	15.8	15.5	12.5	12.1	12.3	12.3	12.6	12.2	12.5	12.7
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					12,830 17.6		12,680 17.4		17,640 24.2				15,670 21.5			
Program					C.P.O. Sharkey (8:00-8:30PM)		C.P.O. Sharkey	(OP)	Rockford Files				Quincy, M.E.			
AVERAGE AUDIENCE (Households (000) & %)					11,370 15.6		11,660 16.0		15,090 20.7	20.0*		21.4*	14,220 19.5	19.5*		19.5*
SHARE OF AUDIENCE %					26		26		34	33 *		35 *	33	33 *		34 *
AVG. AUD. BY ¼ HR. %					15.4	15.8	15.6	16.4	19.1	20.8	21.4	21.4	19.5	19.5	19.6	19.5
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	55.8	57.0	57.5	59.7	61.4	62.2	61.7	62.3	62.7	61.6	61.1	60.7	60.0	60.0	59.6	57.9
WK 2	54.1	54.5	55.9	58.6	58.8	60.2	61.7	61.9	61.0	61.5	61.0	60.8	59.5	59.2	58.7	57.4

U.S. TV Households: 72,900,000   *Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

EVE. FRI. FEB. 17, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 11, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					14,360 19.7		14,730 20.2		20,780 28.5				18,810 25.8			
ABC TV program					What's Happening		Operation Petticoat		← Love Boat → (OP)				← Fantasy Island →			
ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					13,050 17.9 31 17.5	18.3	13,710 18.8 32 18.6	19.0	17,860 24.5 43 22.9	23.5* 41 * 24.2	25.5	25.5* 45 * 25.4	15,890 21.8 41 22.1	22.0* 41 * 21.9	21.9	21.6* 40 * 21.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,430 19.8		12,900 17.7		12,250 16.8		10,210 14.0		12,830 17.6			
CBS TV program					Bob Newhart Show		Tony Randall Show (OP)		The Jeffersons		Maude		← Kojak →			
CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					13,340 18.3 31 18.0	18.7	11,810 16.2 28 16.2	16.2	11,450 15.7 27 15.6	15.7	9,330 12.8 23 12.7	12.9	10,210 14.0 26 13.6	13.7* 25 * 13.8	14.2	14.3* 27 * 14.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,750 21.6				16,620 22.8							
NBC TV program					← Bionic Woman → (OP)				← NBC Saturday Night at the Movies → "FAREWELL, MY LOVELY" (9:00-11:00PM)							
NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					12,100 16.6 28 15.8	16.0* 27 * 16.1	17.4	17.3* 30 * 17.2	10,860 14.9 27 15.0	14.7* 25 * 14.4	14.8	15.0* 27 * 15.1	15.1	14.9* 28 * 14.8	14.9	15.0* 28 * 15.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					[illegible] 16.7		[illegible] 19.4		[illegible] 23.4				[illegible] 22.8			
ABC TV program					What's Happening		Operation Petticoat		← Love Boat → (OP)				← Fantasy Island →			
ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					10,860 14.9 26 14.4	15.4	13,270 18.2 31 17.4	18.9	14,940 20.5 34 19.7	19.8* 33 * 19.9	21.1	21.1* 35 * 21.1	13,630 18.7 34 18.4	18.4* 33 * 18.3	18.8	19.0* 35 * 19.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,140 19.4		12,980 17.8		12,170 16.7		9,480 13.0		11,080 15.2			
CBS TV program					Bob Newhart Show		Tony Randall Show (OP)		The Jeffersons		Maude		← Kojak →			
CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					13,050 17.9 31 18.0	17.9	12,030 16.5 28 16.6	16.4	11,300 15.5 26 15.3	15.7	8,890 12.2 21 12.4	12.1	8,970 12.3 22 12.7	12.6* 22 * 12.4	11.8	12.0* 22 * 12.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,040 22.0				21,360 29.3							
NBC TV program					← Bionic Woman → (OP)				← NBC Saturday Night at the Movies → "THE GHOST OF FLIGHT 401" (9:00-11:00PM)							
NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					12,610 17.3 30 16.9	17.0* 29 * 17.0	17.4	17.5* 30 * 17.7	16,550 22.7 39 20.7	21.1* 35 * 21.6	23.0	23.0* 39 * 23.1	23.6	23.6* 42 * 23.6	23.6	23.1* 42 * 22.7
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	54.5	56.0	57.4	57.9	58.0	58.8	58.1	58.2	58.0	57.8	56.8	56.5	53.9	53.8	53.8	53.9
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	52.5	53.8	55.0	57.0	57.6	58.3	58.1	58.8	59.9	60.3	59.7	59.3	56.9	56.1	54.7	54.4

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. SAT. FEB. 18, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 12, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)	17,130 23.5				27,340 37.5											
ABC TV program	Hardy Boys/Nancy Drew Mysteries				(OP) How the West was Won											
AVERAGE AUDIENCE (Households (000) & %)	13,190 18.1	17.3*		18.9*	17,860 24.5	21.9*		25.0*		25.4*		24.9*		25.4*		24.2*
SHARE OF AUDIENCE %	28	28 *		29 *	36	32 *		36 *		37 *		37 *		38 *		37 *
AVG. AUD. BY ¼ HR. %	16.9	17.6	18.4	19.4	21.4	22.4	24.9	25.2	25.6	25.1	24.8	25.0	25.2	25.6	25.4	22.9
CBS TV TOTAL AUDIENCE (Households (000) & %)	23,980 32.9				22,090 30.3		19,540 26.8		27,480 37.7							
CBS TV program	60 Minutes				All In The Family		Rhoda	(OP)	CBS Sunday Night Movie "GATOR" (9:00-11:15PM)							
AVERAGE AUDIENCE (Households (000) & %)	20,480 28.1	27.9*		28.2*	20,190 27.7		18,080 24.8		19,610 26.9	26.2*		27.1*		27.1*		27.3*
SHARE OF AUDIENCE %	44	45 *		43 *	41		36		41	38 *		40 *		41 *		42 *
AVG. AUD. BY ¼ HR. %	27.0	28.8	28.4	28.1	27.0	28.5	24.9	24.8	25.8	26.7	26.9	27.2	27.0	27.1	27.2	27.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	17,860 24.5								12,250 16.8							
NBC TV program	Great Wallendas (7:00-9:00PM)							(OP)	Big Event "KING" Pt. I (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	11,010 15.1	12.6*		15.2*		16.5*		16.0*	8,820 12.1	11.5*		12.0*		12.2*		12.8*
SHARE OF AUDIENCE %	23	20 *		23 *		24 *		23 *	18	17 *		18 *		18 *		20 *
AVG. AUD. BY ¼ HR. %	12.6	12.7	14.6	15.9	17.2	15.7	15.8	16.1	11.5	11.5	12.0	12.0	12.3	12.2	12.4	13.1

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
ABC TV TOTAL AUDIENCE (Households (000) & %)	14,000 19.2				25,660 35.2											
ABC TV program	Hardy Boys/Nancy Drew Mysteries				(OP) How the West was Won											
AVERAGE AUDIENCE (Households (000) & %)	11,300 15.5	14.3*		16.7*	17,200 23.6	21.6*		22.0*		24.0*		24.8*		25.8*		23.5*
SHARE OF AUDIENCE %	25	24 *		27 *	36	33 *		33 *		36 *		37 *		40 *		38 *
AVG. AUD. BY ¼ HR. %	13.4	15.1	16.1	17.3	21.9	21.4	21.9	22.0	23.7	24.3	24.9	24.7	25.7	25.9	25.7	21.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	21,720 29.8				14,870 20.4		14,140 19.4		18,660 25.6		18,230 25.0		16,400 22.5			
CBS TV program	60 Minutes				Rhoda		On Our Own	(OP)	All In The Family		Alice		Carol Burnett Show			
AVERAGE AUDIENCE (Households (000) & %)	18,660 25.6	25.2*		25.9*	13,410 18.4		12,830 17.6		17,060 23.4		17,130 23.5		12,390 17.0	17.8*		16.3*
SHARE OF AUDIENCE %	42	43 *		41 *	28		27		35		35		27	27 *		27 *
AVG. AUD. BY ¼ HR. %	24.5	25.9	26.6	25.2	18.4	18.3	17.3	17.9	22.7	24.0	23.5	23.6	18.5	17.1	16.3	16.2
NBC TV TOTAL AUDIENCE (Households (000) & %)	15,160 20.8				20,560 28.2				18,880 25.9							
NBC TV program	Wonderful World of Disney "THE UGLY DACHSHUND" Pt. I (R)				Project U.F.O.			(OP)	Big Event "THE AWAKENING LAND: SAGA OF AN AMERICAN WOMAN" Pt. I (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	12,030 16.5	15.1*		18.0*	17,420 23.9	23.0*		24.9*	13,560 18.6	17.7*		17.7*		19.4*		19.7*
SHARE OF AUDIENCE %	27	26 *		29 *	36	35 *		38 *	28	26 *		26 *		30 *		32 *
AVG. AUD. BY ¼ HR. %	14.0	16.1	17.4	18.7	22.4	23.6	24.8	24.9	17.9	17.5	17.6	17.8	19.1	19.7	19.6	19.8
TV HOUSEHOLDS USING TV · WK 1 (See Def. 1)	61.2	62.6	64.4	66.8	67.5	68.4	68.3	68.7	68.0	68.2	67.6	67.4	66.3	66.6	65.4	63.7
TV HOUSEHOLDS USING TV · WK 2	57.2	60.8	62.5	63.4	64.7	65.1	65.7	66.7	67.2	67.8	67.6	68.0	65.3	64.3	62.8	59.7

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

SUN. 11:00 P.M.—12:45 A.M. / MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK 1

TIME	SUN. 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,980 9.2															
Program	ABC Weekend News—Sunday															
AVERAGE AUDIENCE (Households (000) & %)	5,690 7.8															
SHARE OF AUDIENCE %	14															
AVG. AUD. BY ¼ HR. %	7.8															
CBS TV TOTAL AUDIENCE (Households (000) & %)		7,000 9.6						7,220 9.9								
Program	CBS Sunday Night Movie →	CBS Sunday News-Bradley						← Late Movie I (1)(2)						→ (OP)		
AVERAGE AUDIENCE (Households (000) & %)		6,850 9.4						4,810 6.6	8.3*		6.7*		6.3*		4.6*	
SHARE OF AUDIENCE %		20						28	24 *		26 *		31 *		33 *	
AVG. AUD. BY ¼ HR. %	27.1	9.4						8.4	7.7	7.0	6.6	6.4	6.2	5.8	4.4	4.0
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,670 6.4					10,860 14.9						2,770 3.8		
Program			← NBC Late Night Movie →					← Tonight Show (2) →						← Tomorrow Show (2)(OP) →		
AVERAGE AUDIENCE (Households (000) & %)			3,130 4.3	4.6*		4.1*		6,420 8.8	10.9*		8.3*			1,900 2.6	2.8*	
SHARE OF AUDIENCE %			15	14 *		16 *		31	32 *		31 *			20	20 *	
AVG. AUD. BY ¼ HR. %			4.5	4.7	4.3	4.0	4.0	11.4	10.4	9.3	7.3	6.2	6.3	3.1	2.6	2.0

WEEK 2

TIME	SUN. 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,540 7.6															
Program	ABC Weekend News—Sunday							(3)								
AVERAGE AUDIENCE (Households (000) & %)	5,320 7.3															
SHARE OF AUDIENCE %	15															
AVG. AUD. BY ¼ HR. %	7.3															
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,200 8.5							7,220 9.9								
Program	CBS Sunday News-Bradley							← Late Movie I (2)						→ (OP)		
AVERAGE AUDIENCE (Households (000) & %)	6,050 8.3							4,370 6.0	7.9*		6.8*		5.7*		3.8*	
SHARE OF AUDIENCE %	17							29	24 *		28 *		31 *		28 *	
AVG. AUD. BY ¼ HR. %	8.3							8.2	7.7	7.3	6.1	5.8	5.7	5.3	3.6	3.4
NBC TV TOTAL AUDIENCE (Households (000) & %)			5,610 7.7					9,910 13.6						2,550 3.5		
Program			← NBC Late Night Movie →					← Tonight Show (2) →						← Tomorrow Show (2)(OP) →		
AVERAGE AUDIENCE (Households (000) & %)			2,920 4.0	5.3*		3.5*		5,690 7.8	9.2*		7.5*			1,750 2.4	2.6*	
SHARE OF AUDIENCE %			17	18 *		15 *		28	27 *		29 *			19	19 *	
AVG. AUD. BY ¼ HR. %			6.0	4.5	3.6	3.4	3.3	9.8	8.6	8.0	6.9	5.9	5.5	3.1	2.2	1.9

TV HOUSEHOLDS USING TV (See Def. 1)

	SUN. 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WK 1	58.3	49.2	38.2	30.7	27.2	24.3	21.7	35.5	32.1	28.4	25.9	22.9	20.2	16.8	14.0	11.9
WK 2	51.2	43.0	32.8	27.6	24.4	22.3	19.1	35.8	31.9	27.0	24.1	20.6	18.6	15.7	13.5	11.7

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "REP.-REAGAN: PANAMA CANAL", CBS, WED., (11:30-12:02AM)(SUS.).
(2) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).
(3) "ABC NEWS SPECIAL", ABC, THU., (11:30-12:00MD)(SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 6-10, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,990 4.1				4,230 5.8									
Program	Good Morning, America (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			2,330 3.2 20 2.9	3.5			3,430 4.7 23 4.7	4.8								
CBS TV TOTAL AUDIENCE (Households (000) & %)		3,500 4.8			4,370 6.0								4,300 5.9		5,830 8.0	
Program	CBS Morning News (Co-op)		(Participating)		Captain Kangaroo								Tattletales		Price is Right 1	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %		2,110 2.9 19 2.7	2.8	3.0* 19 * 3.3	2,700 3.7 19 3.0	3.2* 17 * 3.5	4.0	4.1* 20 * 4.2					3,570 4.9 22 4.7	5.1	5,030 6.9 29 6.5	7.3
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,670 6.4				5,540 7.6						4,960 6.8		5,690 7.8	
Program	Today Show (Co-op)		(Participating)		(Co-op)		(Participating)						Sanford And Son		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			3,570 4.9 27 4.9	5.0			4,370 6.0 32 6.0	5.9					4,300 5.9 26 5.5	6.3	4,960 6.8 28 6.7	6.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			[illegible] 4.1				[illegible] 5.2									
Program	Good Morning, America (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			2,330 3.2 21 3.1	3.3			3,210 4.4 22 4.4	4.5								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,550 3.5			4,230 5.8								4,080 5.6		5,320 7.3	
Program	CBS Morning News (Co-op)		(Participating)		Captain Kangaroo								Tattletales		Price is Right 1	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %		1,530 2.1 15 2.2	2.0	2.1* 14 * 2.3	2,770 3.8 20 3.2	3.5* 19 * 3.7	4.0	4.0* 20 * 4.1					3,500 4.8 24 4.6	5.2	4,450 6.1 29 5.9	6.4
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,450 6.1				4,880 6.7						3,860 5.3		5,180 7.1	
Program	Today Show (Co-op)		(Participating)		(Co-op)		(Participating)						Sanford And Son		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			3,650 5.0 30 5.0	4.9			3,940 5.4 31 5.5	5.4					3,350 4.6 23 4.4	4.8	4,520 6.2 29 6.1	6.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	7.0	9.8	12.2	13.9	15.7	17.3	18.5	19.0	20.2	21.6	22.3	22.8	22.5	23.4	23.5	24.2
WK 2	6.4	9.1	11.0	12.5	14.8	16.8	17.4	18.1	19.1	20.5	20.8	21.1	20.7	20.9	21.0	21.7

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. FEB. 13-17, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 6-10, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,340 8.7		8,530 11.7		5,320 7.3		6,050 8.3		8,890 12.2				7,580 10.4			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	5,470 7.5 30 6.9	8.2	7,580 10.4 40 10.2	10.6	4,670 6.4 23 6.4	6.4	5,320 7.3 26 7.2	7.3	6,930 9.5 32 9.5	9.7* 33 * 9.9	9.5	9.3* 31 * 9.0	5,830 8.0 26 7.6	7.6* 24 * 7.6	8.4	8.4* 27 * 8.6
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,120 8.4		5,760 7.9		7,220 9.9		6,780 9.3				9,110 12.5				8,020 11.0	
Program	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow				← As The World Turns			→	← Guiding Light	
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	5,320 7.3 29 7.2	7.4	4,880 6.7 26 6.5	6.8	6,490 8.9 31 8.8	9.0	6,120 8.4 30 8.3	8.6			6,850 9.4 31 9.0	9.1* 30 * 9.3	9.7	9.8* 32 * 9.9	6,200 8.5 27 8.8	8.8* 29 * 8.7
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,900 8.1		5,030 6.9		3,650 5.0		5,100 7.0		3,430 4.7		7,440 10.2				6,200 8.5	
Program	Wheel of Fortune		Knockout (2)		To Say The Least		Gong Show (2)		For Richer, For Poorer MWTHF (3)		← Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	5,100 7.0 28 7.0	7.1	4,370 6.0 23 5.9	6.0	3,210 4.4 16 4.3	4.4	4,300 5.9 21 5.8	6.1	2,920 4.0 14 4.0	3.8	5,760 7.9 26 7.4	7.6* 25 * 7.8	8.1	8.2* 26 * 8.2	5,470 7.5 24 7.3	7.6

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	[illegible] 7.8		[illegible] 10.9		[illegible] 6.7		[illegible] 7.0		[illegible] 11.7				[illegible]			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (1)			→	← One Life to Live			→
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4,880 6.7 29 6.2	7.1	6,930 9.5 38 9.2	9.8	4,230 5.8 22 5.8	5.8	4,960 6.8 26 6.8	6.8	6,340 8.7 31 8.4	8.7* 32 * 9.0	8.9	8.6* 30 * 8.4	5,760 7.9 26 7.3	7.4* 25 * 7.4	8.3	8.4* 28 * 8.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,610 7.7		5,540 7.6		7,070 9.7		6,560 9.0				8,680 11.9				8,240 11.3	
Program	Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow				← As The World Turns			→	← Guiding Light	
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4,740 6.5 28 6.3	6.7	4,740 6.5 26 6.2	6.8	6,420 8.8 33 8.6	9.0	5,900 8.1 31 8.0	8.1			6,930 9.5 32 8.8	9.0* 31 * 9.1	10.0	10.0* 33 * 10.0	6,120 8.4 27 8.8	8.8* 29 * 8.8
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,100 7.0		4,300 5.9		3,060 4.2		4,230 5.8		3,500 4.8		6,630 9.1				5,540 7.6	
Program	Wheel of Fortune		Knockout (2)		To Say The Least		Gong Show (2)		For Richer, For Poorer TU-F (4)		← Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4,520 6.2 27 6.2	6.2	3,720 5.1 21 5.0	5.2	2,700 3.7 14 3.7	3.8	3,570 4.9 19 4.6	5.1	3,060 4.2 16 4.2	4.2	5,100 7.0 24 6.4	6.7* 23 * 7.0	7.3	7.3* 24 * 7.3	4,960 6.8 23 6.7	6.9

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	24.4	25.6	26.1	27.0	28.8	29.5	28.9	29.5	30.0	30.2	30.3	30.6	30.7	31.0	30.7	31.5
WK 2	22.5	23.9	24.6	25.6	26.8	27.2	26.6	27.2	27.6	28.2	28.3	29.0	29.8	30.1	29.7	30.4

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) "ABC NEWSBRIEF", (SUS.).
(2) "NBC NEWS UPDATE" [illegible]
(3) LOCAL FILL, NBC, TUE., (1:00-1:30PM), NETWORK PREEMPTION

(R) Repeat, see page B.

(OP) See Other Programs Section Page A-[illegible]

1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 6-10, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1 — ABC TV TOTAL AUDIENCE (Households (000) & %)	7,140 9.8				4,300 5.9										9,730 13.3	
Program	← General Hospital			→	Edge of Night										ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000) & %)	5,690 7.8	7.8*		7.8*	3,860 5.3										8,380 11.5	
SHARE OF AUDIENCE %	23	24 *		22 *	15										19	
AVG. AUD. BY ¼ HR. %	7.8	7.7	7.8	7.8	5.3	5.3									11.3	11.7
WEEK 1 — CBS TV TOTAL AUDIENCE (Households (000) & %)			8,020 11.0		5,690 7.8										14,000 19.2	
Program	Guiding Light →		All In The Family		Match Game '78 MTUWF (5)(OP)										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		8.2*	6,930 9.5		5,030 6.9										12,470 17.1	
SHARE OF AUDIENCE %		25 *	27		18										29	
AVG. AUD. BY ¼ HR. %	8.3	8.2	9.0	9.9	6.7	7.0									17.3	17.0
WEEK 1 — NBC TV TOTAL AUDIENCE (Households (000) & %)	9,330 12.8														13,120 18.0	
Program	← Another World (1)			→	← Special (OP)					→					NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	7,440 10.2	9.6*		10.8*											11,660 16.0	
SHARE OF AUDIENCE %	30	30 *		31 *											27	
AVG. AUD. BY ¼ HR. %	9.2	10.1	10.8	10.7											15.7	16.2
WEEK 2 — ABC TV TOTAL AUDIENCE (Households (000) & %)	7,360 10.1				4,450 6.1										[illegible] 12.1	
Program	← General Hospital (2)			→	Edge of Night M-TH (OP)		← Special (OP)				→				ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000) & %)	5,610 7.7	7.8*		7.9*	3,940 5.4										7,800 10.7	
SHARE OF AUDIENCE %	24	25 *		23 *	16										19	
AVG. AUD. BY ¼ HR. %	7.7	7.9	7.9	7.9	5.5	5.3									10.5	10.9
WEEK 2 — CBS TV TOTAL AUDIENCE (Households (000) & %)			7,650 10.5		5,390 7.4										13,410 18.4	
Program	Guiding Light →		All In The Family M-TH (2)		Match Game '78										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		8.1*	6,420 8.8		4,590 6.3										11,960 16.4	
SHARE OF AUDIENCE %		26 *	26		18										30	
AVG. AUD. BY ¼ HR. %	8.2	7.9	8.3	9.4	6.0	6.5									16.2	16.7
WEEK 2 — NBC TV TOTAL AUDIENCE (Households (000) & %)	8,890 12.2														11,960 16.4	
Program	← Another World (1)(2)			→	← Special (OP)					→					NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	7,290 10.0	9.5*		10.7*											10,350 14.2	
SHARE OF AUDIENCE %	31	30 *		32 *											25	
AVG. AUD. BY ¼ HR. %	8.9	10.0	10.7	10.7											14.0	14.4
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	32.2	33.6	35.4	36.6	35.8	37.5	38.7	40.5	42.4	45.2	47.3	50.6	54.8	57.2	58.0	59.6
WK 2	31.1	32.7	33.3	34.9	34.9	36.3	37.1	39.2	41.3	43.7	45.7	48.6	52.4	54.2	55.0	56.7

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).
(2) "CARTER PRESS CONFERENCE", ABC, CBS, NBC, FRI., (3:30-4:03PM)(SUS.).

DAY MON.-FRI. FEB. 13-17, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 11, 1978

WEEK 1

TIME	7:00–7:30	7:30–8:00	8:00–8:30	8:30–9:00	9:00–9:30	9:30–10:00	10:00–10:30	10:30–11:00
ABC TV								
TOTAL AUDIENCE (Households (000) & %)			3,860 5.3	5,540 7.6	6,120 8.4	6,490 8.9	6,200 8.5	7,830 10.7
Program			All New Super-Friends I	All New Super-Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II	Scooby's All-Star Laff-A-Lympics III (OP)	Scooby's All-Star Laff-A-Lympics IV (OP)
AVERAGE AUDIENCE (Households (000) & %)			2,920 4.0	4,740 6.5	5,030 6.9	5,390 7.4	5,320 7.3	6,420 8.8
SHARE OF AUDIENCE %			30	34	29	28	28	34
AVG. AUD. BY ¼ HR. %			3.2 4.8	6.5 6.5	6.4 7.3	7.6 7.1	7.1 7.5	9.0 8.5
CBS TV								
TOTAL AUDIENCE (Households (000) & %)			2,700 3.7	4,740 6.5	6,490 8.9	7,870 10.8	8,530 11.7	6,850 9.4
Program			Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/ Road Runner 1	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)
AVERAGE AUDIENCE (Households (000) & %)			2,190 3.0	3,500 4.8	5,390 7.4	6,490 8.9	7,140 9.8	6,050 8.3
SHARE OF AUDIENCE %			20	23	31	34	38	32
AVG. AUD. BY ¼ HR. %			2.8 3.2	4.2 5.4	6.9 8.0	8.5 9.3	10.0 9.7	8.2 8.4
NBC TV								
TOTAL AUDIENCE (Households (000) & %)			3,430 4.7	4,880 6.7	5,390 7.4	6,200 8.5	5,470 7.5	4,520 6.2
Program		I am the Greatest (SUS.)	Hong Kong Phooey	Go Go Globetrotters I	Go Go Globetrotters II	Go Go Globetrotters III	Go Go Globetrotters IV (1)	Think Pink Panther
AVERAGE AUDIENCE (Households (000) & %)			2,410 3.3	3,860 5.3	4,740 6.5	5,180 7.1	4,300 5.9	3,720 5.1
SHARE OF AUDIENCE %			25	27	27	27	23	20
AVG. AUD. BY ¼ HR. %			2.9 3.7	4.6 6.0	6.4 6.6	7.0 7.2	6.5 5.4	4.7 5.6

WEEK 2

TIME	7:00–7:30	7:30–8:00	8:00–8:30	8:30–9:00	9:00–9:30	9:30–10:00	10:00–10:30	10:30–11:00
ABC TV								
TOTAL AUDIENCE (Households (000) & %)			[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Program			All New Super-Friends I	All New Super-Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II	Scooby's All-Star Laff-A-Lympics III (OP)	Scooby's All-Star Laff-A-Lympics IV (OP)
AVERAGE AUDIENCE (Households (000) & %)			2,920 4.0	4,880 6.7	5,320 7.3	6,200 8.5	5,540 7.6	6,340 8.7
SHARE OF AUDIENCE %			33	38	31	32	28	32
AVG. AUD. BY ¼ HR. %			3.2 4.9	6.7 6.7	6.6 7.9	8.7 8.4	7.5 7.8	9.1 8.3
CBS TV								
TOTAL AUDIENCE (Households (000) & %)			3,720 5.1	4,080 5.6	7,070 9.7	8,890 12.2	9,480 13.0	8,240 11.3
Program			Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/ Road Runner 1	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)
AVERAGE AUDIENCE (Households (000) & %)			2,480 3.4	3,430 4.7	5,760 7.9	7,440 10.2	8,310 11.4	6,780 9.3
SHARE OF AUDIENCE %			25	25	33	37	42	35
AVG. AUD. BY ¼ HR. %			3.0 3.8	4.0 5.3	6.8 8.9	10.1 10.4	11.3 11.5	9.2 9.5
NBC TV								
TOTAL AUDIENCE (Households (000) & %)			2,920 4.0	4,450 6.1	4,670 6.4	4,300 5.9	4,520 6.2	4,740 6.5
Program		I am the Greatest (SUS.)	Hong Kong Phooey	Go Go Globetrotters I	Go Go Globetrotters II	Go Go Globetrotters III	Go Go Globetrotters IV (1)	Think Pink Panther
AVERAGE AUDIENCE (Households (000) & %)			2,190 3.0	3,280 4.5	3,940 5.4	3,860 5.3	3,860 5.3	4,080 5.6
SHARE OF AUDIENCE %			25	26	23	20	20	21
AVG. AUD. BY ¼ HR. %			2.5 3.6	4.0 5.1	5.6 5.3	5.2 5.3	5.4 5.2	4.9 6.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	4.1	5.4	7.3	9.6	13.5	16.8	19.6	21.9	23.2	25.2	26.3	26.8	26.5	25.8	25.4	26.0
WK 2	4.2	4.8	6.4	8.6	11.4	15.5	17.7	20.0	22.9	25.7	27.1	27.6	27.3	27.6	27.0	26.9

U.S. TV Households: 72,900,000 · * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", (SUS.).

DAY SAT. FEB. 18, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 11, 1978 — WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,200 8.5		7,030 9.6		5,320 7.3		7,000 9.6								6,780 9.3	
ABC TV program	Krofft Supershow '78-I		Krofft Supershow (OP) '78-II		ABC Weekend Specials "THE WINGED COLT" Pt. I (R)		← American Bandstand '78 →								← World Series of Auto Racing →	
AVERAGE AUDIENCE (Households (000) & %)	5,390 7.4		5,690 7.8		4,370 6.0		4,590 6.3	5.8*		6.8*					4,230 5.8	5.2*
SHARE OF AUDIENCE %	28		31		24		25	23 *		27 *					23	18 *
AVG. AUD. BY ¼ HR. %	7.5	7.3	8.3	7.4	5.8	6.2	5.7	5.9	7.0	6.6					5.1	5.2
CBS TV TOTAL AUDIENCE (Households (000) & %)	8,530 11.7		6,120 8.4		6,200 8.5		6,490 8.9		5,180 7.1		4,520 6.2					
CBS TV program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "GERONIMO JONES"					
AVERAGE AUDIENCE (Households (000) & %)	7,140 9.8		5,320 7.3		5,180 7.1		5,320 7.3		4,450 6.1		3,720 5.1					
SHARE OF AUDIENCE %	37		29		28		29		24		20					
AVG. AUD. BY ¼ HR. %	9.7	9.9	7.3	7.3	6.8	7.3	7.4	7.3	6.1	6.1	5.2	5.0				
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,810 6.6		4,590 6.3		4,520 6.2		3,940 5.4								8,820 12.1	
NBC TV program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)								← NCAA Basketball Game → "VARIOUS TEAMS & TIMES" (2:30-4:40PM) ¤	
AVERAGE AUDIENCE (Households (000) & %)	4,080 5.6		4,080 5.6		3,790 5.2		3,430 4.7								3,350 4.6	3.8*
SHARE OF AUDIENCE %	21		22		21		19								14	13 *
AVG. AUD. BY ¼ HR. %	5.3	5.8	5.5	5.8	5.1	5.4	4.6	4.9							3.6	3.9

DAY SAT. FEB. 18, 1978 — WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV program	Krofft Supershow '78-I		Krofft Supershow (OP) '78-II		ABC Weekend Specials "THE WINGED COLT" Pt. II (R)		← American Bandstand '78 →									
AVERAGE AUDIENCE (Households (000) & %)	4,810 6.6		4,810 6.6		4,520 6.2		3,860 5.3	4.8*		5.9*						
SHARE OF AUDIENCE %	24		26		24		20	18 *		21 *						
AVG. AUD. BY ¼ HR. %	6.8	6.3	6.8	6.4	6.0	6.3	4.8	4.9	5.6	6.1						
CBS TV TOTAL AUDIENCE (Households (000) & %)	9,260 12.7		6,560 9.0		7,000 9.6		7,000 9.6		5,980 8.2		5,100 7.0					
CBS TV program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "CLOWN" & "THE LITTLE WOODEN HORSE"					
AVERAGE AUDIENCE (Households (000) & %)	7,580 10.4		5,900 8.1		5,760 7.9		5,690 7.8		5,180 7.1		3,860 5.3					
SHARE OF AUDIENCE %	40		32		30		30		26		19					
AVG. AUD. BY ¼ HR. %	10.4	10.3	8.1	8.1	7.9	7.8	8.0	7.6	7.1	7.1	5.7	4.9				
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,320 7.3		5,250 7.2		5,980 8.2		4,520 6.2									
NBC TV program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)									
AVERAGE AUDIENCE (Households (000) & %)	4,450 6.1		4,370 6.0		5,180 7.1		3,570 4.9									
SHARE OF AUDIENCE %	23		23		28		19									
AVG. AUD. BY ¼ HR. %	5.9	6.2	5.7	6.2	6.8	7.4	5.1	4.7								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	26.2	26.4	25.9	25.2	24.8	25.8	24.7	25.6	25.5	25.2	24.9	25.6	25.7	26.5	27.6	29.3
WK 2	26.2	26.4	25.3	25.9	26.0	26.0	26.4	26.5	27.3	27.9	27.6	28.6	29.4	29.5	30.1	30.5

U.S. TV Households: 72,900,000 — *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) "NBC JR. HALL OF FAME", (SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. FEB. 11, 1978

WEEK 1

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)			10,940 15.0						15,750 21.6						6,050 8.3	
Program	World Series of Auto Racing		Pro Bowlers Tour					ABC Wide World of Sports							ABC Saturday Evening News	
AVERAGE AUDIENCE (Households (000) & %)		6.3*	6,420 8.8	7.6*		9.0*		9.9*	8,750 12.0	10.2*		12.3*		13.7*	5,030 6.9	
SHARE OF AUDIENCE %		21 *	25	23 *		26 *		27 *	27	25 *		28 *		28 *	13	
AVG. AUD. BY ¼ HR. %	5.8	6.9	7.2	8.0	8.9	9.1	9.7	10.1	9.9	10.5	11.8	12.7	13.7	13.6	6.7	7.1

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)							12,540 17.2								10,940 15.0	
Program							CBS Sports Spectacular								CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)							7,000 9.6	8.5*		10.0*		10.4*			9,620 13.2	
SHARE OF AUDIENCE %							25	24 *		26 *		25 *			25	
AVG. AUD. BY ¼ HR. %							7.9	9.1	9.8	10.2	9.9	10.8			12.9	13.4

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)							8,890 12.2								7,360 10.1	
Program	NCAA Basketball Game "VARIOUS TEAMS & TIMES" (2:30-4:40PM)¤						Bob Hope Golf (4:30-6:30PM)								NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)		4.6*		4.6*		5.4*	4,080 5.6	4.2*		5.6*		5.8*		7.0*	6,270 8.6	
SHARE OF AUDIENCE %		15 *		14 *		15 *	14	12 *		15 *		14 *		15 *	16	
AVG. AUD. BY ¼ HR. %	[illegible]	4.7	4.8	4.4	5.1	5.6	[illegible]	[illegible]	5.5	5.7	5.7	5.9	6.7	7.2	8.5	8.7

WEEK 2

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)	[illegible] 14.6						[illegible] 20.5						[illegible] 12.3			
Program	Pro Bowlers Tour						ABC Wide World of Sports						Glen Campbell Golf (6:00-7:00PM)			
AVERAGE AUDIENCE (Households (000) & %)	6,270 8.6	7.2*		8.5*		10.1*	8,310 11.4	10.2*		11.5*		12.4*	5,830 8.0	8.1*		8.0*
SHARE OF AUDIENCE %	25	22 *		25 *		28 *	27	26 *		28 *		28 *	17	18 *		17 *
AVG. AUD. BY ¼ HR. %	7.1	7.3	8.1	8.8	10.0	10.2	9.9	10.4	11.7	11.4	12.4	12.5	8.1	8.0	7.9	8.0

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)							13,050 17.9								11,370 15.6	
Program							CBS Sports Spectacular								CBS Saturday News with Bob Schieffer	
AVERAGE AUDIENCE (Households (000) & %)							6,930 9.5	7.8*		9.7*		11.1*			9,910 13.6	
SHARE OF AUDIENCE %							24	21 *		24 *		26 *			27	
AVG. AUD. BY ¼ HR. %							7.4	8.2	9.5	10.0	10.6	11.6			13.6	13.6

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)					10,280 14.1										7,650 10.5	
Program					NCAA Basketball Game "VARIOUS TEAMS & TIMES" (4:00-6:12PM)¤										NBC Nightly News-Sat.	
AVERAGE AUDIENCE (Households (000) & %)					4,960 6.8	6.1*		6.8*		7.1*		7.3*			6,420 8.8	
SHARE OF AUDIENCE %					17	17 *		18 *		17 *		17 *			18	
AVG. AUD. BY ¼ HR. %					5.9	6.4	6.9	6.7	7.1	7.2	7.2	7.3			8.3	9.2

TV HOUSEHOLDS USING TV (See Def. 1)

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	29.9	31.3	32.0	32.8	33.6	34.8	35.9	38.5	39.5	40.7	42.4	45.1	48.3	49.6	51.4	53.4
WK 2	30.6	31.4	32.6	33.6	34.3	35.6	37.0	38.6	40.5	41.3	43.0	44.6	46.3	47.8	49.8	51.4

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section, Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. FEB. 12, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															2,770 3.8	
ABC TV program															Jabberjaw (OP)	
AVERAGE AUDIENCE (Households (000) & %)															2,190 3.0	
SHARE OF AUDIENCE %															16	
AVG. AUD. BY ¼ HR. %															2.8	3.2
CBS TV TOTAL AUDIENCE (Households (000) & %)									1,530 2.1		2,110 2.9					
CBS TV program									Ghost Busters (OP)		Wacko (OP)		Lamp Unto My Feet (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									1,020 1.4		1,680 2.3					
SHARE OF AUDIENCE %									10		15					
AVG. AUD. BY ¼ HR. %									1.1	1.7	2.1	2.4				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV program															Jabberjaw (OP)	
AVERAGE AUDIENCE (Households (000) & %)															2,260 3.1	
SHARE OF AUDIENCE %															15	
AVG. AUD. BY ¼ HR. %															2.7	3.4
CBS TV TOTAL AUDIENCE (Households (000) & %)									1,750 2.4		1,820 2.5					
CBS TV program									Ghost Busters (OP)		Wacko (OP)		Lamp Unto My Feet (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									1,310 1.8		1,460 2.0					
SHARE OF AUDIENCE %									12		12					
AVG. AUD. BY ¼ HR. %									1.4	2.2	1.9	2.0				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	3.1	3.9	4.6	6.0	7.1	8.7	10.4	11.6	13.2	14.4	15.3	16.6	18.2	19.5	19.3	19.3
WK 2	3.1	3.9	4.8	6.0	7.9	9.8	11.4	12.9	15.4	16.3	17.1	17.8	18.7	19.8	20.4	21.0

U. S. TV Households: 72,900,000   *Half-hour ratings (for immediately preceding and subject quarter-hours).   (R) Repeat, see page B.   (OP) See Other Programs Section: Page A-36

DAY SUN. FEB. 19, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 12, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV – Program	Great Grape Ape		Animals, Animals, Animals (OP)		Issues And Answers		Directions (SUS.)						← The Superstars			→
TOTAL AUDIENCE (Households (000))	3,350		2,840		2,990								11,300			
TOTAL AUDIENCE (%)	4.6		3.9		4.1								15.5			
AVERAGE AUDIENCE (Households (000))	2,990		2,550		2,260								7,440			
AVERAGE AUDIENCE (%)	4.1		3.5		3.1								10.2	8.9*		10.9*
SHARE OF AUDIENCE %	20		17		14								30	27 *		31 *
AVG. AUD. BY ¼ HR. %	3.9	4.2	3.6	3.3	2.9	3.4							8.2	9.6	10.6	11.1
CBS TV – Program	Camera Three (SUS.)		Face the Nation						← Challenge of the Sexes		→	← NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:07PM)¤				→
TOTAL AUDIENCE (Households (000))			2,840						6,780			10,720				
TOTAL AUDIENCE (%)			3.9						9.3			14.7				
AVERAGE AUDIENCE (Households (000))			2,330						4,960			4,160				
AVERAGE AUDIENCE (%)			3.2						6.8	6.5*		5.7		6.1*		5.3*
SHARE OF AUDIENCE %			15						21	21 *		15		17 *		14 *
AVG. AUD. BY ¼ HR. %			3.2	3.2					6.0	6.9	7.4	7.1	6.4	5.8	5.5	5.2
NBC TV – Program							Meet the Press		← NCAA Basketball Game "NORTH CAROLINA VS. PROVIDENCE" & "DEPAUL VS. NOTRE DAME" (1:00-3:18PM)							→
TOTAL AUDIENCE (Households (000))							3,350		10,570							
TOTAL AUDIENCE (%)							4.6		14.5							
AVERAGE AUDIENCE (Households (000))							2,620		4,810							
AVERAGE AUDIENCE (%)							3.6		6.6	4.8*		6.9*		6.9*		7.4*
SHARE OF AUDIENCE %							16		22	18 *		23 *		22 *		22 *
AVG. AUD. BY ¼ HR. %							3.4	3.8	4.4	5.2	6.6	7.2	6.6	7.2	7.5	7.3

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV – Program	Great Grape Ape		Animals, Animals, Animals (OP)		Issues And Answers		Directions (SUS.)				← The Superstars					→
TOTAL AUDIENCE (Households (000))	[illegible]		[illegible]		[illegible]						[illegible]					
TOTAL AUDIENCE (%)	4.4		4.0		3.0						15.6					
AVERAGE AUDIENCE (Households (000))	2,770		2,260		1,750						6,560					
AVERAGE AUDIENCE (%)	3.8		3.1		2.4						9.0	6.6*		9.4*		10.9*
SHARE OF AUDIENCE %	18		15		11						29	22 *		31 *		34 *
AVG. AUD. BY ¼ HR. %	3.8	3.8	2.8	3.4	2.5	2.4					5.3	7.9	8.8	9.9	11.0	10.9
CBS TV – Program	Camera Three (SUS.)		Face the Nation						← Challenge of the Sexes		→	← NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:00PM)¤				→
TOTAL AUDIENCE (Households (000))			3,130						7,070			9,770				
TOTAL AUDIENCE (%)			4.3						9.7			13.4				
AVERAGE AUDIENCE (Households (000))			2,550						4,880			4,520				
AVERAGE AUDIENCE (%)			3.5						6.7	6.5*		6.2		5.8*		6.1*
SHARE OF AUDIENCE %			17						23	23 *		18		18 *		18 *
AVG. AUD. BY ¼ HR. %			3.3	3.8					5.9	7.1	7.1	6.5	5.9	5.6	5.9	6.3
NBC TV – Program							Meet the Press		← Religious Series (SUS.)			→	Dynamic Duos		← Sportsworld	—
TOTAL AUDIENCE (Households (000))							3,570						2,770		5,830	
TOTAL AUDIENCE (%)							4.9						3.8		8.0	
AVERAGE AUDIENCE (Households (000))							3,130						2,110		2,990	
AVERAGE AUDIENCE (%)							4.3						2.9		4.1	3.2*
SHARE OF AUDIENCE %							18						10		12	10 *
AVG. AUD. BY ¼ HR. %							4.4	4.2					2.8	3.1	2.9	3.5

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	20.0	20.8	21.2	20.4	21.9	23.5	24.6	25.6	27.5	29.8	32.2	32.9	34.4	35.9	36.5	36.0
WK 2	20.4	21.1	20.4	21.4	21.4	23.0	23.4	24.8	26.6	28.0	29.4	30.4	30.3	31.5	32.5	32.9

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 12, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		12,250 16.8					18,080 24.8									
Programs	(1)	International Amateur Boxing					ABC Wide World of Sports (4:37-6:12PM)									
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	11.6	8,240 11.3 31 10.0	10.6	10.9* 31 * 11.2	11.5	12.0* 33 * 12.4	11,520 15.8 37 12.9	13.4* 34 * 13.7	15.5	15.9* 39 * 16.3	16.2	16.7* 37 * 17.3	18.2			
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,420 14.3										10,060 13.8	
Programs	NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:07PM)¤				NBA Basketball Game 2 "DENVER VS. PORTLAND" (4:07-6:15PM)										CBS Evening News	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	5.2	5.3* 14 * 5.3	5.4	5.6* 15 * 5.8	4,670 6.4 16 5.4	5.4* 15 * 5.5	5.6	5.6* 15 * 5.7	5.9	5.8* 15 * 5.8	6.6	7.1* 16 * 7.5	9.7		7,580 10.4 19 8.1	12.7
NBC TV TOTAL AUDIENCE (Households (000) & %)		5,900 8.1			9,550 13.1										8,090 11.1	
Programs	(2)	Sportsworld (3:18-4:12PM)			Bob Hope Golf (4:12-6:00PM)										NBC Nightly News-Sun.	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	7.5	3,500 4.8 14 5.2	4.7	4.6* 13 * 4.6	5,320 7.3 18 6.0	5.9	6.6	6.8* 18 * 7.1	6.8	7.0* 18 * 7.3	8.4	8.8* 20 * 9.2			6,710 9.2 17 9.1	9.2

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	[illegible] 19.2						[illegible] 20.3				[illegible] 21.0					
Programs	Championship Auto Racing (3:00-4:30PM)						ABC Wide World of Sports				Glen Campbell Golf (5:30-7:00PM)					
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	8,600 11.8 33 10.9	10.9* 32 * 10.8	11.1	11.3* 32 * 11.4	13.3	13.3* 36 * 13.4	10,640 14.6 36 13.4	14.0* 35 * 14.6	15.4	15.2* 36 * 15.1	9,110 12.5 27 12.9	12.6* 30 * 12.3	12.7	12.7* 28 * 12.6	12.5	12.4* 25 * 12.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,350 14.2										8,090 11.1	
Programs	NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:00PM)¤				NBA Basketball Game 2 "LOS ANGELES VS. GOLDEN STATE" (4:00-6:04PM)										CBS Evening News	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	6.5	6.4* 19 * 6.4	6.6	6.4* 18 * 6.3	4,370 6.0 15 5.2	5.0* 14 * 4.9	5.8	5.7* 15 * 5.6	6.3	6.2* 16 * 6.1	6.6	6.8* 16 * 7.0	7.0		6,630 9.1 18 8.7	9.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					9,910 13.6										6,780 9.3	
Programs	Sportsworld				NCAA Basketball Game "LOUISVILLE VS. MINNESOTA" (4:00-6:05PM)										NBC Nightly News- Sun.	
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %	4.3	4.4* 13 * 4.5	4.8	4.7* 13 * 4.6	4,370 6.0 15 5.0	5.4* 15 * 5.9	5.8	5.6* 15 * 5.5	5.2	5.6* 14 * 6.0	6.4	7.0* 16 * 7.6	9.1		5,470 7.5 15 7.4	7.6
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	35.8	34.5	35.2	36.0	37.0	38.7	40.1	40.7	41.8	42.1	43.8	46.9	50.5	53.2	54.9	57.6
WK 2	32.7	33.3	34.4	35.3	36.0	37.2	38.6	40.1	40.6	41.9	43.2	44.8	47.4	49.4	51.5	53.0

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "NCAA BASKETBALL GAME", NBC, (1:00-3:18PM).
(1) "THE SUPERSTARS", ABC, (2:00-3:15PM).

DAY SUN. FEB. 19, 1978

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 11.30-12.23AM POLICE STORY-MON	11.30	7,800	10.7	5,900	8.1	26	7.3	8,460	11.6	5,830	8.0	29	9.9
11.30-12.36AM	11.45				8.1*	24*	8.8				9.1*	29*	8.4
	12.00						8.2						7.4
	12.15				8.2*	29*	8.2				7.1*	29*	6.8
	12.30												6.3
EVENING TUESDAY													
ABC 11.30-12.34AM TUESDAY MOVIE OF THE WEEK	11.30	7,650	10.5	4,960	6.8	23	6.5	8,090	11.1	4,230	5.8	24	7.4
11.30- 1.09AM	11.45				6.8*	20*	7.0				6.9*	20*	6.4
	12.00						7.0						5.5
	12.15				6.8*	25*	6.7				5.4*	23*	5.3
	12.30						6.6						5.6
	12.45										5.4*	32*	5.2
	1.00												5.0
CBS 9.00-11.21PM CBS TUESDAY NIGHT MOVIES	11.00	FOR RTGS SEE PAGE A-4					21.8	FOR RTGS SEE PAGE A-5					15.8
9.00-12.00MD	11.15				20.7*	40*	17.9				15.3*	33*	14.8
	11.30												15.2
	11.45										14.0*	41*	12.7
ABC 11.30-12.33AM POLICE STORY-WED	11.30	8,460	11.6	5,760	7.9	28	8.3	7,220	9.9	5,030	6.9	22	7.1
	11.45				8.1*	24*	7.9				7.1*	19*	7.1
	12.00						7.9						6.9
	12.15				7.8*	32*	7.8				6.9*	27*	6.9
	12.30						6.1						5.6
ABC 12.33- 1.37AM WED. MYSTERY OF THE WEEK	12.30	3,860	5.3	2,920	4.0	25	4.8	3,650	5.0	2,330	3.2	20	4.0
12.33- 1.35AM	12.45				4.5*	24*	4.2				3.7*	19*	3.4
	1.00						3.8						2.9
	1.15				3.7*	27*	3.5				2.9*	21*	3.0
	1.30						3.5						2.9
CBS 8.00-11.32PM CBS SPORTS SPEC.BROADCAST(S)	11.00							FOR RTGS SEE PAGE A-7					48.3
	11.15										44.6*	70*	40.9
	11.30												30.4
EVENING THURSDAY													
ABC 11.30-12.35AM STARSKY AND HUTCH-11:30	11.30	8,090	11.1	5,830	8.0	29	8.1						
12.00- 1.05AM	11.45				8.1*	26*	8.1						
	12.00						8.0	4,450	6.1	2,700	3.7	18	4.5
	12.15				8.0*	31*	8.0				4.1*	17*	3.7
	12.30						7.0						3.4
	12.45										3.5*	19*	3.6
	1.00												3.2
ABC 12.35- 1.14AM TOMA	12.30	4,810	6.6	3,790	5.2	28	5.6						
	12.45				5.3*	27*	5.2						
	1.00						5.0						

 U.S. TV HOUSEHOLDS: 72,900,000   FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING FRIDAY														
ABC 11.30-12.36AM BARETTA-11:30PM 11.30-12.35AM		11.30	8,020	11.0	5,690	7.8	23	7.7	7,580	10.4	5,470	7.5	23	8.0
		11.45				7.6*	20*	7.6				7.9*	22*	7.9
		12.00						7.8						7.5
		12.15				8.0*	25*	8.1				7.3*	24*	7.2
		12.30						7.7						6.3
NBC 1.00- 2.30AM MIDNIGHT SPECIAL		1.00	5,980	8.2	2,700	3.7	24	5.1	6,340	8.7	3,430	4.7	31	5.1
		1.15				4.7*	24*	4.3				5.0*	26*	4.8
		1.30						3.2						4.8
		1.45				3.2*	21*	3.2				4.6*	30*	4.4
		2.00						3.3						4.6
		2.15				3.2*	27*	3.1				4.4*	37*	4.3
EVENING SATURDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.		9.45	16,400	22.5	16,400	22.5	40	22.5	13,850	19.0	13,850	19.0	32	19.0
ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY		11.00	6,490	8.9	5,980	8.2	17	8.2	4,960	6.8	5,030	6.9	14	6.9
CBS 8.58- 8.59PM NEWSBREAK-SAT.		8.45	10,790	14.8	10,790	14.8	25	14.8	10,790	14.8	10,790	14.8	25	14.8
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.		8.45	10,350	14.2	10,350	14.2	24	14.2	11,740	16.1	11,740	16.1	27	16.1
NBC 11.30-12.53AM SATURDAY NIGHT		11.30							14,220	19.5	9,330	12.8	38	15.0
		11.45										14.5*	38*	13.9
		12.00												12.8
		12.15										12.5*	38*	12.3
		12.30												11.4
		12.45										10.9*	39*	10.1
NBC 11.30- 1.00AM WEEKEND(S)		11.30	7,650	10.5	4,670	6.4	19	8.0						
		11.45				7.5*	20*	7.0						
		12.00						6.3						
		12.15				6.1*	18*	6.0						
		12.30						5.7						
		12.45				5.5*	18*	5.2						
EVENING SUNDAY														
ABC 7.58- 7.59PM ABC NEWSBRIEF-SUN.		7.45	13,710	18.8	13,710	18.8	28	18.8	13,490	18.5	13,490	18.5	29	18.5
CBS 8.58- 8.59PM NEWSBREAK-SUN. 8.57- 8.59PM		8.45	16,770	23.0	16,770	23.0	33	23.0	13,710	18.8	13,050	17.9	27	17.9
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.		8.45	9,550	13.1	9,550	13.1	19	13.1	14,730	20.2	14,730	20.2	30	20.2
NBC 11.30- 1.00AM NBC LATE NIGHT MOVIE		12.45							FOR RTGS SEE PAGE A-17			3.1*	17*	3.0
EVENING MONDAY-FRIDAY														
ABC 8.58- 8.59PM ABC NEWSBRIEF-M-F 9.58- 9.59PM	M-F	8.45	13,920	19.1	13,920	19.1	28	17.7	15,020	20.6	15,020	20.6	31	20.8
		9.45						20.1						20.4
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	12,320	16.9	12,320	16.9	25	16.9	12,390	17.0	12,390	17.0	25	17.0
CBS 11.30- 1.09AM LATE MOVIE I	M-F	1.45	FOR RTGS SEE PAGE A-16			3.9*	38*	3.8	FOR RTGS SEE PAGE A-17			3.5*	35*	3.5
		2.00												3.6
		2.15										3.6*	44*	3.7
		2.30												3.7

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY-FRIDAY CONT'D														
CBS 1.13- 2.07AM LATE MOVIE II	W & F	12.00	4,880	6.7	3,130	4.3	22	6.2	6,200	8.5	3,790	5.2	29	6.1
1.13- 2.08AM		12.15				6.0*	19*	5.8				5.6*	19*	5.3
		12.30						5.9						5.2
		12.45				5.7*	22*	5.5				5.3*	22*	5.4
		1.00						3.8						5.6
		1.15				4.2*	22*	3.6				5.5*	29*	5.5
		1.30						3.5						5.1
		1.45				3.4*	26*	3.5				5.1*	39*	5.1
		2.00						2.9						4.8
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	12,900	17.7	12,900	17.7	26	17.7	11,300	15.5	11,300	15.5	23	15.9
		9.00												14.0
DAY MONDAY-FRIDAY														
ABC 3.00- 4.00PM GENERAL HOSPITAL	M-F	4.00							FOR RTGS SEE PAGE A-23					7.0
		4.15										6.8*	21*	6.6
ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30							6,850	9.4	4,230	5.8	15	6.3
		4.45										6.0*	16*	5.8
		5.00												5.6
		5.15										5.6*	13*	5.6
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	5,320	7.3	4,880	6.7	25	6.7	5,320	7.3	4,880	6.7	27	6.7
CBS 4.00- 4.30PM WINNERS(S)	THU.	4.00	5,180	7.1	4,370	6.0	17	6.3						
		4.15						5.8						
NBC 4.00- 5.00PM BOB HOPE GOLF-MON.(S)	MON.	4.00							5,390	7.4	3,060	4.2	11	4.9
		4.15										4.4*	12*	3.9
		4.30												4.0
		4.45										4.0*	10*	3.9
NBC 4.00- 5.00PM SPECIAL TREAT(S)	TUE.	4.00	10,500	14.4	7,800	10.7	26	9.4						
		4.15				9.9*	25*	10.4						
		4.30						11.0						
		4.45				11.5*	27*	11.9						
DAY SATURDAY														
ABC 8.55- 8.59AM SCHOOLHOUSE ROCK- 8.55AM		8.45	5,180	7.1	4,590	6.3	31	6.3	4,810	6.6	4,230	5.8	31	5.8
ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM		9.45	5,610	7.7	5,100	7.0	26	7.0	6,050	8.3	5,830	8.0	30	8.0
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	6,420	8.8	6,050	8.3	32	8.3	5,610	7.7	5,250	7.2	26	7.2
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	5,610	7.7	4,670	6.4	25	6.4	4,810	6.6	4,160	5.7	22	5.7
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM		8.15	2,550	3.5	2,410	3.3	20	3.3	2,920	4.0	2,550	3.5	23	3.5
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM		8.45	4,670	6.4	4,300	5.9	27	5.9	4,740	6.5	4,590	6.3	32	6.3
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	7,290	10.0	7,000	9.6	36	9.6	8,090	11.1	7,950	10.9	39	10.9
CBS 10.26-10.29AM IN THE NEWS-10.26AM		10.15	7,070	9.7	6,780	9.3	36	9.3	9,110	12.5	7,950	10.9	39	10.9
CBS 10.56-10.59AM IN THE NEWS-10.56AM		10.45	6,120	8.4	5,980	8.2	32	8.2	7,220	9.9	7,000	9.6	36	9.6
CBS 11.26-11.29AM IN THE NEWS-11.26AM		11.15	7,140	9.8	6,630	9.1	34	9.1	7,870	10.8	6,930	9.5	36	9.5
CBS 11.56-11.59AM IN THE NEWS-11.56AM		11.45	5,390	7.4	5,100	7.0	28	7.0	6,420	8.8	5,980	8.2	32	8.2
CBS 12.26-12.29PM IN THE NEWS-12.26PM		12.15	5,390	7.4	5,030	6.9	27	6.9	5,760	7.9	5,390	7.4	28	7.4

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY SATURDAY CONT'D													
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	5,030	6.9	4,740	6.5	25	6.5	5,900	8.1	5,320	7.3	28	7.3
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	4,740	6.5	4,300	5.9	23	5.9	5,250	7.2	4,880	6.7	24	6.7
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM	1.45	3,790	5.2	3,650	5.0	20	5.0	3,720	5.1	3,500	4.8	17	4.8
DAY SUNDAY													
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM	10.45	2,550	3.5	2,410	3.3	17	3.3	2,550	3.5	2,410	3.3	16	3.3
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,620	3.6	2,330	3.2	16	3.2	2,840	3.9	2,480	3.4	16	3.4
ABC 3.15- 4.37PM INT'L AMATEUR BOXING	4.30	FOR RTGS SEE PAGE A-34					13.5						
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	1,460	2.0	1,460	2.0	14	2.0	1,680	2.3	1,680	2.3	15	2.3
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	1,820	2.5	1,680	2.3	14	2.3	1,460	2.0	1,460	2.0	12	2.0
CBS 1.45- 4.07PM NBA BASKETBALL GAME	4.00	FOR RTGS SEE PAGE A-32					5.6						
NBC 3.18- 4.12PM SPORTSWORLD	4.00	FOR RTGS SEE PAGE A-34					5.0						
NBC 1.00- 3.18PM NCAA BASKETBALL GAME-SUN.	3.15	FOR RTGS SEE PAGE A-32					7.6						

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).